

**STOP PRESS**

64

NEWS

# SHRINKRAP SYSTEM

Continued from front page

Pottington Industrial Estate, Barnstaple, Devon EX31 1NE - tel: 0271 45351, fax: 72880.

"The company searched the world for six months before choosing the recommendation from EDL," says Mr Tabor. "These are the most highly specified machines we have ever built."

**"Operator panel gives diagnostics and instant status data"**

An operator panel gives diagnostics and instant status on machine performance, enabling a single operator to oversee the three machines. Since the film reels are side-loading, maximum access is given for changeover. Other features include a special finish to suit the hygienic environment. Guard doors give good visibility of the whole machine even when closed.

The machines are among many recent custom designs from EDL. The company has doubled the size of its design department, with most major work carried out using cad.

For further information call 0839 772268

## PRG LEVY

Continued from front page

compliance legislation. But the packaging PRG is just one of eight industry sectors which have PRG plans. Some of the others are just as keenly seeking promises of legislation but have been told not to expect too much. With this scenario, why should the packaging sector expect any different treatment?

Local authorities say November is already too late for

# Easy stand-up pouch refilling

A user-friendly stand-up pouch refill system for dispensing packs is said to combine the advantages of a cost-effective and easy refill system with full branding on both primary and refill packs.

A 'true' refill system rather than one involving decanting or simple nozzle changes to an otherwise identical bottle, Nishibe's Cartridge Pack consists of a stand-up pouch inside a reusable bottle. The spray or pump spout is equipped with a piercing tube.

While the container and dispensing unit can be customised, the pouch is manufactured on Nishibe's SBM system, says Neil Shepherd, Nishibe's agent Chromos Inter. Crucially, a more rigid material is used for the base - which is pierced - so that an airtight seal is formed and retained with the tube. Unlike with other systems, each refill can be completely emptied,

explains Neil Shepherd.

The pouches, said to be ideal for ketchups and sauces as well as cleaning and personal care products, are simply up-ended into the empty container and pierced as the top is replaced. This convenience is backed up by a much lower unit cost than the 'refills' currently found on supermarket shelves, consisting of an identical bottle without a dispensing closure, says Chromos Inter (16 Grove Road, Northwood,



The pouch is punctured with the piercing tube and the bottle is closed. The contents are ready for use

Nishibe's bagmaking machinery production is equipped for stand-up pouches.

For further information call 0839 772268

Indeed their misgivings that the levy will be treated as an additional cost over which retailers will haggle appeared to be justified by remarks made by Edward Thompson, director for the environment at Safeway Stores plc, at the Bies conference (see page 3).

He told delegates that "This cost will be part of the normal commercial obligations. We are not going to treat this cost in any special way. Some will be passed on, some will be negotiated in price talks."

Converters increasingly fear that the levy will fall on them.

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# TALKING PACKAGING NEWS

THE COMPLETE NEWS SERVICE FOR BUYERS OF PACKAGING EQUIPMENT, MATERIALS AND SERVICES

## Multipack solution for easy carrying

A multipack system which combines the benefits of minimum material use, ease of handling for the consumer and effective shelf facing for the retailer has been introduced into the UK over the last few months.

Called Decopack, the system is described by its manufacturers as the newest solution available for multipacks, and one that offers benefits in both marketing and production terms.

Designed for multipacking bottles, the product clustering of Decopack is achieved by applying a stretch sleeve onto the group of containers. A handle manufactured from self adhesive tape is then added, which allows the consumer to

carry the complete pack, easily and securely.

The concept was developed by two Italian companies, Fin-

In the UK and Ireland, Smurfit Packaging Products has sole sales and production rights for Decopack, while the application machinery is available through Comag UK agent Dunn Systems Ltd (which is based at Smisby Road, Ashby-de-la-Zouch, Leics LE65 2UR - tel: 0530 414444, fax: 0530 411110).

Decopack comprises two or more bottles, which are held together by a special grade of polyethylene stretch sleeve manufactured by Smurfit Packaging Products, which also supplies the carry handle. This is made of



Decopack: described as the newest solution offered for multipacks

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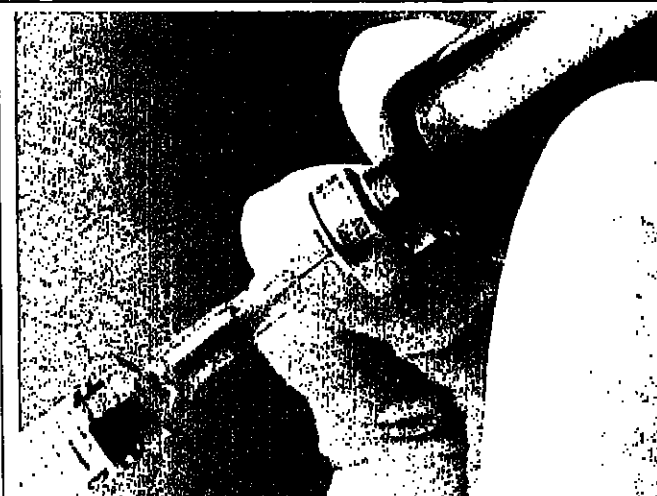
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Domino Pinpoint technology: pharmaceuticals could benefit

## Tiny characters printed quickly at high quality

Characters of just 0.6mm can be inkjet printed at up to 2400 a second at a much higher quality than previously possible with the introduction of Domino Printing Science's Pinpoint technology.

The Pinpoint printhead from Domino UK can be incorporated into the Codebox 3 or Solo 6 printers. The system is a dedicated one, since electronics must also be tailored to the necessary charge on each ink droplet. It is said to give the best overall performance in its class from a single printhead.

Possible applications

include printing onto the non-removable part of metal closures to provide an acceptable solution to statutory lot coding. Other uses could be where discreet codes are required, so as not to interfere with the overall design, as on cosmetics cartons.

Pharmaceuticals is another area which could benefit, given the increasing load of statutory information. Handling systems can be provided for coding around the circumference of even the smallest containers.

Where inkjet is already

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Dominique Fraser, Pakex '95 exhibition director, speaks to PN about why she is confident of next year's show success - the only international packaging event in 1995.

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For the second year running, the machinery-only show is sold out.

Flowmeter system stops milk giveaway 8

We report on the introduction of flowmeter technology, as dairies count the drops to avoid overfilling milk in polybottles.

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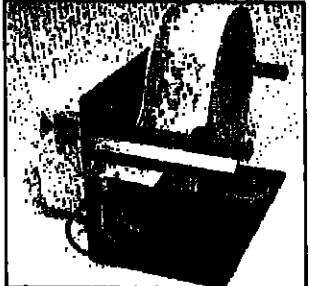
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In April, I commented on the proliferation of packaging-related exhibitions being held next year, especially the four taking place in London in a six week period in the Autumn. And this on top of the fact that historically, Pakex (3-7 April, 95) has drained the packaging industry's promotional budget by the time it has closed its doors.

Recently, there has been much talk of the demise of Pakex as an event, to the extent that the popularity of special shows will overtake the ground usually held by the large international exhibitions. This 'talk' has been further fuelled by the withdrawal of companies such as Lawson Mardon Group, SCA Packaging and the like, as much as anything else (see page 6).

The view that large shows are dying on their feet because of the lack of large corporate stands does not quite stack up. Indeed, the decision by some of the large multinational groups to not attend in a corporate flag waving context, but to still allow their subsidiaries to exhibit, may make Pakex a more targeted event than previously.

For instance, the person that steps onto a large stand which incorporates 25 separate divisions is unlikely to want to talk to more than two of these companies. It makes little difference to the visitor if they are on a group or individual stand. Indeed, it could be argued that a visit to a medium sized stand is easier.

This is not to denigrate companies that continue to value the group marketing approach, however. What interests me on this matter, is the paranoia of packaging companies about what the size of their stands says about them. Surely marketers from all industries buying packaging are now more sophisticated than that?

Obviously, if the whole CarnaudMetalbox Group was exhibiting in a small shell scheme, it would be the gossip of the exhibition. But surely it would not cause such a furore if one of its profit centres in, say promotional packaging took up a similar amount of space?

Costs are key, of course and you can hardly blame a large company for not wanting to spend half a million pounds on a purely promotional exercise. But, for the subsidiary companies that do not have the pressure of 'having' to go for large space to preserve their image, Pakex does offer the potential of 50,000 visitors.

If, and it is a big if at this stage, Pakex 95 does manage to attract this type of exhibitor then, it could be argued, it will be a far more focused and targeted event for the visitor than previous shows. Indeed, exactly the buzz words used to promote the smaller, specialist exhibitions.

Rather than assume Pakex 95 will fail because it will not have exactly the same exhibitor profile as Pakex 92 or 89, shouldn't we consider that it is precisely this change that could be of most value to the visitor?

Gail Len, Editor

## Bagger makes cones

A vertical form, fill, seal machine that produces cone-shaped packs for popcorn, biscuits and confectionery is among a range of baggers offered to the UK market by Sussex & Berkshire Machinery, the newly appointed UK agent for Italian manufacturer, Euro Impack.

The El Cone-Clips machine is fed by a single reel of film and produces a bag that is completely sealed, but cone-shaped. Immediately after the bag is sealed a plastic coated wire clip is applied at the top, to allow the bag to be reclosed after initial opening.

Fine control of temperature and sealing jaw pressure

allows an airtight yet easy to open seal to be made, says Sussex & Berkshire (Blacknest, Alton, Hants GU34 4PX - tel: 0430 22669, fax: 22687).



The El Cone-Clip produces cone shapes and conventional pillows

The speed of the El Cone-Clips machine is up to 45 bags a minute and, when not required for conical bags, the unit can be quickly changed over to produce conventional

pillow packs.

As well as dry, free flowing products such as snack food, the machine can also be equipped to handle creams and pastes, providing single-use piping bags for cake and dessert decoration.

Among other Euro Impack machines available from Sussex & Berkshire is the El Very Fast single tube vertical bagger offering speeds up to 140 a minute and a broad size range that extends to bags 210mm wide and 290mm long.

The company also offers weighers, volumetric cup and auger dosing systems that can be integrated into the host machine's control system.

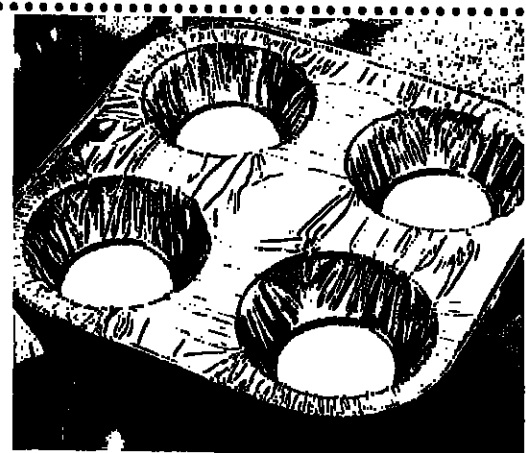
For further information K8 127 0839 772268

## Foil tray offers food savings

This four compartment muffin tray, said to offer food producers the potential for savings in product handling and packaging costs, is available from Alcan Ekco Packaging.

The aluminium foil tray is 170mm square with the 'top-out' diameter of its four round compartments measuring 64mm. It is suitable for a variety of products, including

muffins and cakes, says Alcan (Ash-ridge Road, Chesham, Bucks HP5 2QE - tel: 0494 775221, fax: 791961). The tray can be used to bake or freeze four items at a time.



Aluminium foil tray by Alcan Ekco: 170mm square

For further information K8 128 0839 772268

## Board cartel is heavily fined

Record fines totalling ECU132.15 million (£104 million) have been imposed on 19 European cartonboard producers by the European Commission (EC) for running an "elaborate and institutionalised price fixing and market sharing cartel" since 1986.

Half of the firms did not deny the allegations. However, some are still insisting that the meetings held in luxury hotels in Zurich had been no more than social occasions and are considering an appeal.

Those fined are Buchmann GmbH, Cascades sa, Enso-Gutzeit, Europa Carton, Finnboard (4 companies), Fiskeby, Gruber & Weber GmbH, KNP BT nv, BPB de Eendracht, Laakmann, Mayr-Melnhof, MoDo (Iggesund), Rens, Sario, SCA Holding Ltd, Stora, Enso Española, Moritz J Weig kg and Papeteries de Lancy. They have just three months to pay. The levels of the fines takes account of the gravity and duration of the infringement and distinguishes between

ringleaders and the 'ordinary' members of the cartel.

Between 1987 and 1990 cartonboard consumption in Western Europe rose by almost 20 per cent. Prices were increased usually twice a year by up to 10 per cent in spite of determined customer resistance and a fall in pulp prices, says the EC. Firms which were suspected of deviating from the plan were required to explain themselves and pressure was put on them to raise prices, according to the EC.

## PACKAGING NEWS

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## Holographics for lollies

Complete holographic images rather than diffraction patterns have for the first time been incorporated into flexible packaging in a wrapper for the Dinos range of lollies from German company Schöller.

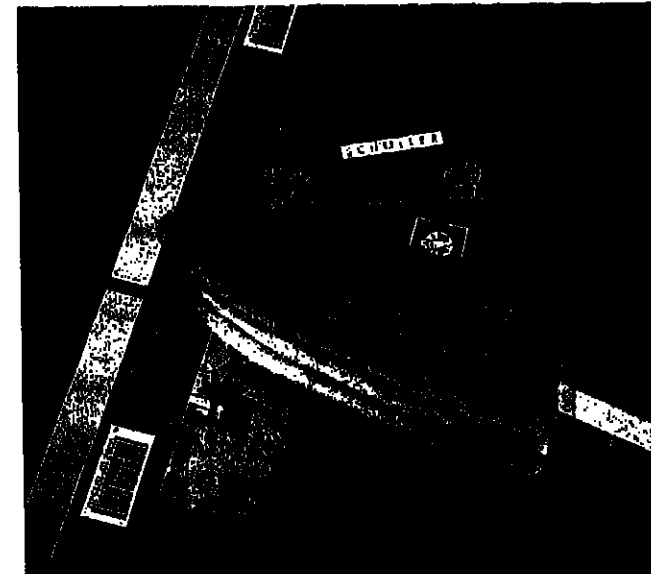
Rather than being used as an all-over repeat pattern, the holograms become an integral part of the design, says Applied Holographics plc, which is supplying Holoflex material for conversion into the final pack.

To decorate the newly-launched brand of children's ice cream, 2D and 3D images of dinosaurs are embossed across the web, which is laminated and overprinted by 4P (Unit 4, Avebury Court, Mark Road, Hemel Hempstead, Herts HP2 7TA - tel: 0442 236800, fax: 214168) with tight register control. The holograms, used in a step and repeat pattern across the web, are treated with proprietary lacquers.

According to Applied Holographics, this type of

application, with holograms integrated and in register with primary printing on the pack, was predicted as a logical

with holographic materials. Holoflex is the first range of holographic materials to meet with US Food and Drug



2D and 3D images of dinosaurs are embossed across the web

extension of the geometric background effect. The wrapper is said to illustrate the design opportunities available

Administration (FDA) standards for near or direct food contact. The first rigid pack to use a similar step and repeat pat-

tern was a carton for cosmetics.

Previous ice cream packs using Applied Holographics materials (40 Phoenix Road, Crowther, District 3, Washington, Tyne & Wear NE38 0AD - tel: 091-417 5434, fax: 091-416 3292) have included Mr Freeze Cool Pops carton for Dublin-based Leaf Ireland Ltd and the Finnish Icing ice bar wrapper. Icing's wrapper is an example of all-over geometric holograms in flexible packaging and Mr Freeze uses a single graphic hologram as a free promotion.

A 'sparkle' effect holographic hot stamping foil was used earlier this year on a carton designed and constructed for Japanese ice cream lollies.

APPLIED HOLOGRAPHICS:

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## Pvc bottles into jumpers

Recycled pvc has found a novel application and a new market in France. Pvc mineral water bottles are being turned into chlorofibres to make jumpers and pullovers.

Rhovyl, the leading French producer of chlorofibres, has launched the Rhovyl Eco trade-mark. Salvaged pvc mineral water bottles can be crushed, spun and knitted and then made into items of clothing. It takes around 20 bottles to make a jumper.

As the largest pvc producer

in Europe, Elf Atochem (UK office: Culthorpe Way, Newbury, Berks RG13 4LW - tel: 0635 870000, fax: 8



## Inkjet stores messages

Broad Oak Toiletries in Devon, has installed a Linx 4200 series continuous inkjet printer at its plant in Tiverton. It is the first UK installation and is being used to print up to two lines of product codes

printer installed some 18 months ago, the 4200 unit replaces the debossing and bench code systems used previously. Runs vary from 500 to 35,000 items at Broad Oak.

Using a Midi printhead, the

usually associated with larger machines, says Linx Printing Technologies (Burrell Road, St Ives, Huntingdon, Cambs PE17 4LE - tel: 0480 300755, fax: 495093).

Both printers run on lines which incorporate conveyors specially designed and built to allow a wide range of containers to be manually loaded and then introduced to the printers.

"Since installing the 4200 printer we have also been asked to print a special recycling logo on products destined for the Italian market and have been delighted to find the printer can do this," says Bernard Johns Broad Oak's chief engineer.

"Many of our customers wanted clear, easily spotted codes. We decided on Linx because their machines are technologically advanced and are known to be reliable and clean,"

explains Mr Johns.

For further information call 0838 772288 or 0838 772289



The Linx 4200 at Broad Oak Toiletries, applying codes to glass perfume bottles

onto plastics and glass bottles containing shampoos, bath gels, perfumes and colognes.

Together with a Linx 4000

system prints characters 3mm high in Linx's ethanol-based, odour free ink. A key feature is the message storage facility

## EU Directive looks set for conciliation as Belgium withholds endorsement

The European Union's (EU) Packaging Directive looks set to go to conciliation. This will delay the Directive's adoption until the end of the year, with the possibility of it being thrown out and the process beginning all over again.

Belgium has refused to endorse the Directive, as it is still unhappy about the ambiguous wording of Article 31 on 'economic instruments' (see PN July). Belgium has been given a few more weeks in which to change its mind.

However, most governments are now resigned to the fact that conciliation will go ahead. The UK Department of Environment tells PN: "It is disappointing. But there is nothing we can do. We just have to wait and see what happens in conciliation."

Member states had sought to avoid conciliation at all costs, since it is a new procedure giving MEPs significantly more powers and as yet untried by the EU.

**"MEPs may attempt to reopen debate on targets"**

It is widely feared by many industry associations that the MEPs will seek to broaden the scope of the conciliation debate and attempt to reopen the debate on targets.

David Rowe MEP tells PN that: "Everything's up for

grabs. We will open up every area there is to explore in conciliation. We will change economic instruments but it will cost the Council of Ministers."

It now remains for the Council of Ministers to notify the Parliament that it wishes to start conciliation. It is unlikely that the process will get underway until after the summer recess in September.

Stage one should take around six weeks. However, ultimately if no agreement can be reached, the European Parliament can veto the Directive with an absolute majority.

Lyn Trytsman-Gray, director general of the Alliance of Beverage Cartons and the Environment, tells PN: "At least [the Directive] was proceeding fairly speedily, but now it has all fallen apart and it could go back to square one. The Belgians are completely unbudgeable, and even the Germans are a bit miffed that the Belgians have not accepted the Directive, because they are not keen to broker a compromise."

## Jars from hot-fill pet/pen blend

Hot-fill pet, blended with pen for higher fill temperatures, is now being moulded by Skillpack of the Netherlands into wide-mouthed jars, with a range of bottles also available.

The Skillpacky range includes shatterproof, glassclear, squeezable and rigid options. High barrier is another advantage of the material. Existing hot-fill pet is specially treated, says Skillpack (Vossendaal 12, 4878 AE Eten-Leur, Netherlands - tel: 010 31 1608 14000, fax: 16350), but is limited in the temperatures that it can withstand.

"We expect the filling temperatures required for Skillpacky to be between 85 and 95deg C," says Cees Killestijn, md of the company.



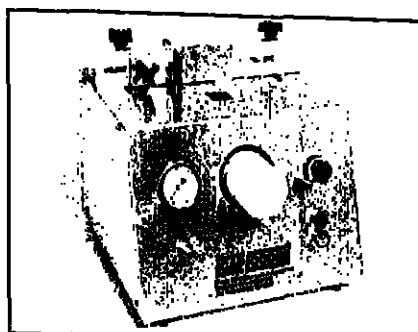
The wide-mouthed jars: suitable for hot-fill ketchups and marmalade

However, by increasing the proportion of pen - and consequently increasing the cost - temperatures can be as high as 110 deg C, he tells PN. Commercial applications

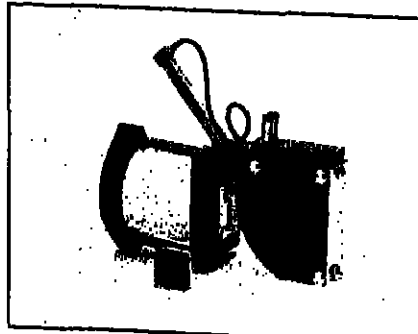
appearing over the next few months are expected to include hot-fill ketchups and marmalade.

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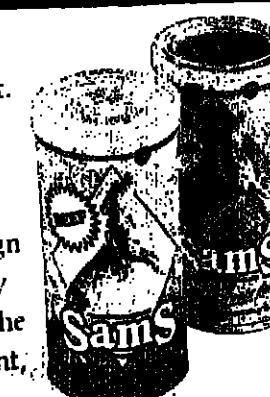
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# Pakex looks to focus its attentions

*Pakex has always been the exhibition the packaging industry has loved to hate. A new moan is heard every three years - it's too big, too small, too expensive, too broad, too focused, too long etc etc. Gall Lea talks to Dominique Fraser, Pakex 95 exhibition director, about why her team is confident that next year's event will overcome these criticisms and be a successful show.*

other major players.

These facts are countered by Dominique Fraser, Pakex 95 exhibition director, however with the view that although the show may not have as many mega-stands, it will still have some of the individual companies that comprise these international groups, as well as other first time exhibitors.

"A definite trend for the 1995 event is for some of the major players to have empowered their subsidiaries to decide on and pay for attendance in their own right," she says. "I firmly believe that there will still be the same number of companies represented at the show as the '92 event - around 1200 - even though the total meterage will probably be down by approximately 10 per cent."

And even this figure, she points out, is in line with other international shows such as Ipack-Ima and Macropack, which have both seen reductions in overall meterage this year.

In case this comes over as being defensive, Ms Fraser is anything but. "Our major unique selling point is that we are the only international pack-

aging event taking place next year," she says. "We intend to take full advantage of this through various initiatives including our worldwide visitor promotion campaign which will be launched in October."

Looking after visitors and

industry sectors they are interested in, rather than just being sent entry tickets.

Once returned, the potential visitor will then be sent a list of every exhibitor relevant to these markets along with an entry passport. This passport also allows visits to the Food Processing Technology show as well as Brewing and Beverage Technology exhibition which are running alongside Pakex. And without the need to re-register.

As well as this list of names being sent to visitors, every exhibitor will receive a list of all visitors that enquired about the products or services offered, even if they did not visit those specific stands. This service is designed to provide a number of new leads for every exhibitor.

These visitor services are designed to direct them more easily around the large exhibition - it occupies seven halls at the NEC. Ms Fraser is keen to stress that although Pakex is a broad based, major event it can still meet visitor and exhibitor needs by being highly targeted. She is determined to make the exhibition a "need to visit

show" again by bringing more focus to the halls. For the 1998 show, plans are already in place to make the event more vertically oriented. Major plans to handle student visitors more efficiently - from the exhibitor point of view - are also under discussion.

For next year's show however, the need to make it as easy as possible for the visitor - whether domestic or international - is paramount. When entry passports are issued, so will an information pack which will even direct the visitor to the car park closest to the halls containing products they are interested in.

## "Visitor packages"

For international visitors, an all-in package will be available. This will include flights, hotels, catalogues etc all inclusive. "We will do all of the hand holding," says Ms Fraser.

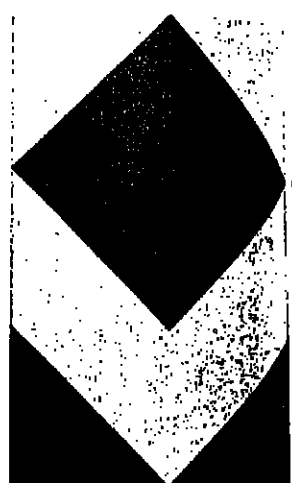
The Pakex 95 team are also trying to offer extra services to exhibitors in terms of stand design and contractors. "It does not have to cost the same amount as it has done in the past," says Ms Fraser, "as many of our most recent bookings are finding."

## Pakex 95

Promotional and other features include a Producer Responsibility Group (PRG) Information Centre, a design feature and an exhibition to celebrate Pakex's 20th anniversary. Competitions running throughout the five days mean visitors will have a chance to win a car and a luxury weekend break for two in a European city.

With eight months still to go until opening, the Pakex team is confident that a successful show is well within their grasp.

● Pakex 95 takes place from April 3-7 1995 at the NEC Birmingham and is organised by Reed Exhibition Companies (Oriel House, 26 The Quadrant, Richmond, Surrey TW9 1DL - tel: 081-948 9821, fax 081-948 9848).



Dominique Fraser, exhibition director

exhibitors in a professional manner is key to the thinking behind a lot of the initiatives planned by the Pakex 95 team. Anyone enquiring about visiting the show will be sent a questionnaire detailing which

NEC. Ms Fraser is keen to stress that although Pakex is a broad based, major event it can still meet visitor and exhibitor needs by being highly targeted. She is determined to make the exhibition a "need to visit

# French milk market laps up easy open

The launch of milk in Tetra Pak's Tetra Brik with ReCap spout by the largest French branded milk producer Candia would appear to herald the beginning of strong market penetration for the easy open package in France.

James Bryant, marketing manager milk at Tetra Pak UK, tells *Packaging News* that by the end of the year, 20 machines will be installed in France. Of the 3.3 billion litres of milk processed in 1993, nearly 80 per cent was packed in Tetra Brik.

The first milk application of ReCap in the UK may also not be far off. It is believed that a UK supermarket will soon import UHT in ReCap and it is rumoured a machine may soon be installed in the UK,

although this was not confirmed by Tetra Pak UK (1 Longwalk Road, Stockley Park, Uxbridge, Middlesex UB11 1DL - tel: 0895 868000, fax: 868001).

## "Growth at expense of pasteurised"

Tetra Pak anticipates the UK UHT milk market will develop in much the same way that the French has. UHT now commands over 90 per cent of sales, whereas in 1970 it represented only 1 per cent of market share. This has been at the expense of pasteurised, which has seen sales drop from 81 per cent to around 6 per cent dur-

ing the same period in France.

Part of this optimism is based on the convenience lifestyle that has developed over current years in the UK and the fact that supermarkets will have handling problems due to the anticipated volumes of pasteurised if they are able to capture the decreasing doorstep milk market.

## "Different tastes"

Taste, always an issue in the UK, may be influenced by the slightly different method of pasteurising and homogenising carried out in French dairies such as Schneider SA in eastern France.

Supermarkets in the UK

insist on higher processing temperatures for a longer time than is required under European Union Legislation and carried out in France.

"We will follow France, but in a slower and more reduced way to around 50 per cent of market share probably," says Mr Bryant. "Plastic containers have inhibited the growth of the UHT milk market in the UK. But growth is estimated at 4 per cent this year," he adds.

"UHT milk is the cheapest in the supermarket at 20 pence a pint, and retailers are interested in promoting long life milk," says Mr Bryant.

There are six UHT milk producers in the UK. However, output is low and a substantial amount of milk is imported. UHT accounts for about 5 per cent of milk sales in the UK.

Milk has been launched in Tetra Pak's Tetra Brik with ReCap spout by Candia, the French branded milk producer



# Heat seal solution for effervescent tablets

The need to cut costs, meet new legislation and cope with the problems traditionally associated with packaging effervescent tablets was behind German Helago-Pharma GmbH's choice for installing a Siebler strip packaging heat sealing machine for its denture cleanser tablets from Pipenbrock Verpackungstechnik.

Karl Josef Kloeckner, Helago's production manager, tells *PN*: "Low drop heights, multi dust extraction device and a breakage ejection system as well as reverse motion belt drives secure the careful treatment of our products."

Effervescent tablets attract

humidity and break easily, so these issues had to be addressed when choosing the machinery. Although the company tested blister machines it found a strip packaging machine met its needs better.

Mike Piddling of Soudel, Pipenbrock's UK agent (Unit 5 Enterprise House, Ashby Road, Coalville, Leics LE67 2LA - tel: 0530 510502, fax: 510970) tells *PN*: "The interesting features of the Siebler machines are the feed systems, the belt feeder, low drop heights and guaranteed maximum temperature variations."

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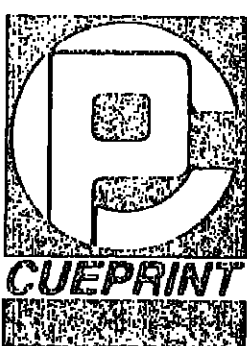
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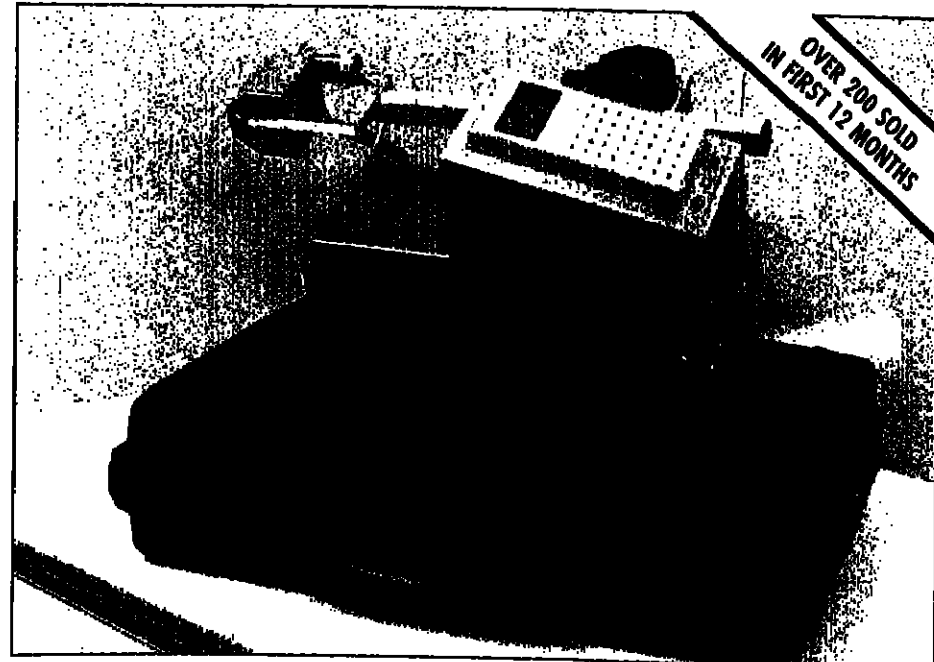


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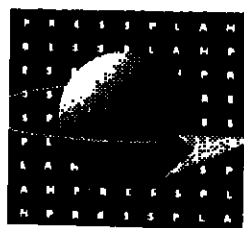
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## Resealable closure can be used on range of pe films

In its first commercial application, the Zipitite seal system for flexible packaging is being run with pe film for 4lb bags of frozen vegetables. Zipitite, from Hanlex Ltd, can be used on standard mono pe film, coextruded pe or complex laminates. Tendafrost, which packs the product, worked with Hanlex to develop a system fitting into its existing line.

Retail packs will use coextruded pe, but Tendafrost says it has run mono pe with Zipitite without any problem.

The Hanlex applicator can be used with most makes of form fill and seal (ffs) equipment as well as operating on vertical, horizontal or flow wrap systems. It can be adjusted to suit any size of pack and to run at any speed or volume, depending on the host system's capabilities.

"As products are packed, the Zipitite closures are heat fused straight into the pack-

ing material without the need for any extra tape or fixative. For hand fill operations, Zipitite closures are added to bags prior to use, and products are then packed in the normal way," says Tim Cowan, general manager at Hanlex (Blackhorse Road, Leitchworth, Herts - tel: 0767 600534, fax: 678431).

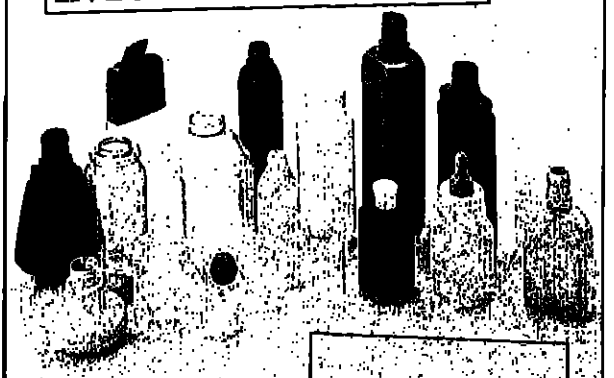
Each applicator is custom made so that the system does not affect the final size of the pack or the speed at which the lines run, says Mr Cowan.

"The seal has a special one-way action which makes it easy to open from the outside, but very resistant to popping open if, for example a full pack is dropped on the floor," he says.

To ensure that Zipitite is compatible with industry standards and can be easily adopted at minimum cost, Hanlex has worked with Lawson Mardon and Thomas's Europe.

For further information K8 137 Call for details 0839 772268

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## Flowmeter systems beat milk giveaway

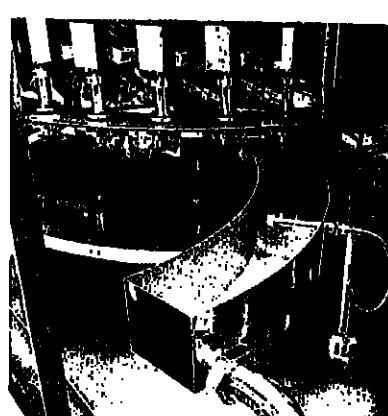
Dairies are turning to precision flowmeter and weigh/fill equipment in an effort to beat giveaway on the larger sizes of polybottle for milk, say filling machinery manufacturers.

Usually used for high value added product, flowmeter technology is used on a rotary filler from BWI Dawson which has milk among its target markets. According to BWI, the high volumes of the milk industry, and the propensity of level filling to accumulate large amounts of giveaway with semi-rigid bottles, make the technology viable for dairies, even though investment may be twice or three times as much.

Flexing of container sidewalls, which can lead to overfilling on level filled pe bottles, can be overcome by the inductive flowmeter technology, says BWI, which accurately gauges volumes of water-based product by inducing and metering electric current. The problem is largely confined to the UK dairy industry, says BWI; polybottles used in the US, for example, tend to be heavier.

Irrespective of variation in container dimensions, product is filled within a  $\pm 1.5\%$  tolerance at speeds of up to 350 containers a minute for 2 pint sizes, says the manufacturer (Gomersal, Cleckheaton, W Yorks BD19 4LQ - tel: 0274 873422, fax: 874930).

Italian machinery manufacturers have previously produced induction flowmeter equipment, and GEI Filling Capping and Labelling brought out two rotary liquid



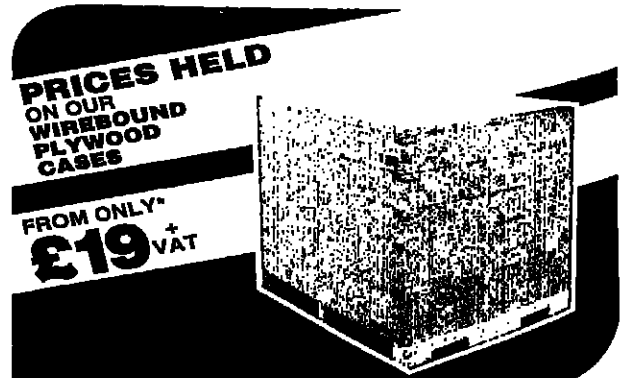
BWI filling valve and flowmeter assembly with clean in place (cip) trough

Industrial Estate, Hythe Road, Ashford, Kent TN24 8DS - tel: 0233 629161, fax: 639560.

Later this month two major dairies are due to begin on-site trials of the system from BWI. Payback is said to be within a year. The filler is also suitable for juices, personal care and household products. "There is a choice of closure systems.

An alternative approach used by level fillers is to adjust dosing on the evidence of off-line testing of volumes.

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## Bigger PPMA is sold out

For the second year running the PPMA Show, the machinery-only exhibition, has completely sold out, even though the size of the show has increased from 6000 to 9000sq m.

Also for the second year running, the show will be a members-only event, and the number of standholders has increased by over 20 per cent.

The show takes place at the NEC, Birmingham from 27 to 29 November and visitor registrations are already running at a much higher level than a year ago. "Our target of 6000 visitors certainly looks achievable," says show director Andrew Manly.

"It is going to be helped by a record number of new machines at the exhibition as

many companies now view PPMA as the most important event for product launches

the centre. Halls 1 and 2 have been booked which gives around 6000sq m of space, but

provides members with a matchless opportunity to meet their customers in an annual format with a difference, says the PPMA.

One thing that the PPMA stresses about the London show is that the price per sq metre is £115 to members and £155 to non-members subject to availability.

Further details on the two shows are available from the PPMA (Progress House, 404 Brighton Road, South Croydon, Surrey CR2 6AN - tel: 081-681 8226, fax: 081-681 1641).

A full preview to this year's show will be in our September issue.

For further information K8 121 Call for details 0839 772268



Processing and Packaging Machinery Association

because of the dedicated theme and calibre of visitor," he added.

At the same time, PPMA has just launched the 1995 event, which will move from the NEC for one year, because of Pakes 95, to the Wembley Conference Centre. It will run from 14 to 16 November, and it is hoped to fill three halls at

an option on a third hall could bring the total size up to this year's levels.

According to the PPMA, it has established its exhibition cycle for the foreseeable future by putting the 1995 show into this slot. Two years at the NEC, Birmingham followed by a London event,

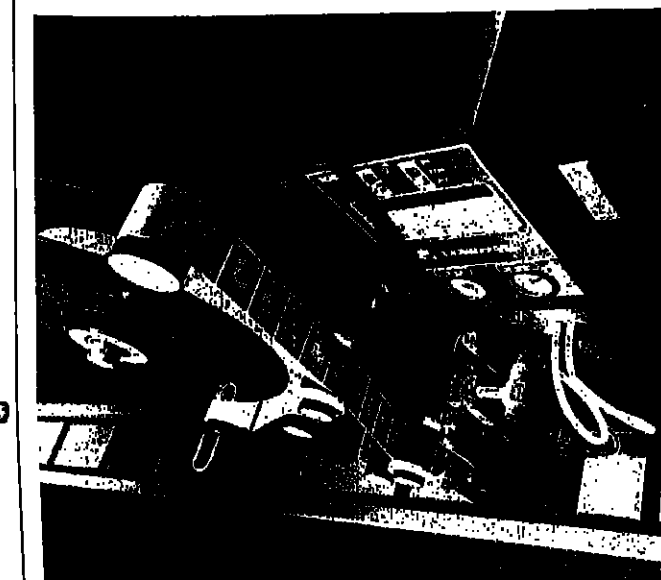
## Radio frequency tags completely integrated

Complete integration of radio frequency (rf) tags into packs, as well as automatic labelling, is possible with Checkpoint Systems' Impulse technology, currently being specified by at least one major US drugstore chain for high risk items.

The flat tag, around 4cm square, can be activated and deactivated after application at speeds of up to 250 a minute on labelling equipment or integration at the converting stage between, say, laminations of a

tagging," says Mr Higgs. Retailers, suppliers and packers all stand to gain from the system, he says. "Who pays for the tag? In the end it is the shoplifter."

The rationale behind the system is not only that shoplifting is deterred and detected, but also that retailers are able to maximise sales by displaying more product outside cases where it would otherwise be a security risk and stocking more high cost/high margin items.



Checkpoint Systems radio frequency technology for source tagging

board presentation carton.

This approach of complete integration has been followed by several US manufacturers supplying the Walgreen chain of drugstores. This nationwide mass-merchandising retailer has identified categories of product which require source tagging, says Checkpoint UK and Ray Higgs, and is telling potential suppliers which system to integrate.

Packs of Kodak film and Victorinox Swiss Army knives are among the products which are having tagging built in, making it both inaccessible for possible removal and invisible.

"It's just got to be led by the retailers telling their suppliers that they need this sort of

Retailers and suppliers in the US have been quick to benefit from the advantages of selective bulk activation and reliable deactivation at the checkout. Tote bins of tagged product can be activated by running on a conveyor between two plates.

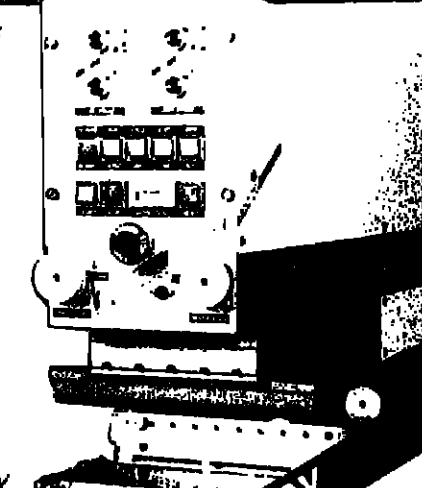
Deactivation can occur automatically at the checkout, with systems integrated with barcode scanners. Tags will be deactivated as long as they pass inside a 'bubble' up to 12 inches from the scanner, says Checkpoint (Unit 13, Ash Industrial Estate, Flex Meadow, Harlow, Essex CM19 5TJ - tel: 0279 452233, fax: 452884).

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# Packaging levy: Government must act fast

As *Packaging News* went to press, Sir Sydney Lipworth's long-awaited report on the levy to finance the Producer Responsibility Group's (PRG) national infrastructure and recycling scheme was wending its way to the PRG offices.

During the wait, the PRG has published its interim report on the main body of the scheme, *Public Consultation on the PRG Plan*, in which ten major recommendations are made. These include:

- Representation: the structure of the PRG and Valpak should allow wider representation of the interests affected.
- Integrated waste management: concern was often

expressed over dealing with packaging in isolation, rather than as part of a national approach to waste management.

● Legislation: the support for legislative backing was almost universal.

However, the delays in publishing Sir Sydney Lipworth's report on the levy to finance the scheme will postpone the final PRG report until at least September.

This has augmented fears that nothing will be ready for November, when the PRG had hoped for framework legislation to be included in the Queen's Speech.

The interim report concludes that "few would give

wholehearted support to the plan without the government's assurance that it will enact compliance legislation". As far as the levy goes, failure to ensure legislation may well result in mass non-compliance.

Lending support to the critical issue of underpinning legislation, the House of Commons (HoC) Environment Committee, in its report on Recycling in the UK, says: "We believe that as the PRG's view is so clearly that enabling legislation is needed, the government should reach an early conclusion on whether or not it will legislate. Clearly, if a decision is taken not to legislate quickly, the Government

will need to produce its own programme as to how these targets may be realised."

James Devereux of Incept tells *PN*: "The prognosis does not look terribly good. The civil servants seem less supportive in the noises they are making now about legislation."

"One problem is the vehicle for it. The only primary legislation you can bolt it to is the Environmental Protection Act, but there is a problem with this at present."

Following the consultation period on Sir Sydney's report of about a month, the PRG plan will be revised to take account of comments made during the main consultation

period and the consultation period on Sir Sydney's report. Care will have to be taken at this stage to incorporate the industry's views, since a frequent criticism from both within and outside industry has been that participation in, and consultation during, the planning process has been restricted to the PRG companies.

In the Public Consultation report, concern was voiced that this will continue into the formation of Valpak. It is therefore recommended that once the levy has been determined, PRG should be more specific on the constitution and representation of Valpak and the material organisations. In addition, the credibility of the plan was questioned because of a lack of clarity, due in part to insufficient detail.

Recommendations were also made in the report on the waste management issues of waste minimisation, the landfill levy and waste to energy (wte).

The lack of attention paid to waste minimisation was criticised: it was suggested that this section be reviewed and rewritten to indicate a higher degree of commitment to the principle.

The HoC Environment Committee's Recycling report adds: "We recommend that the DoE and the DTI should resolve with the industry how the minimisation of packaging waste will be addressed over the next five years."

Strong support by certain industry sectors for a landfill levy was proposed as an alter-

native to the packaging levy. However, the House of Commons committee concludes it

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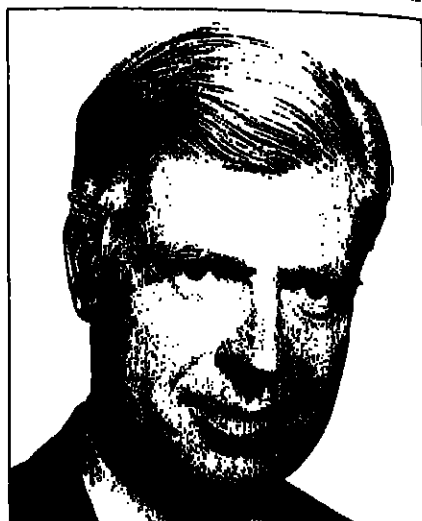
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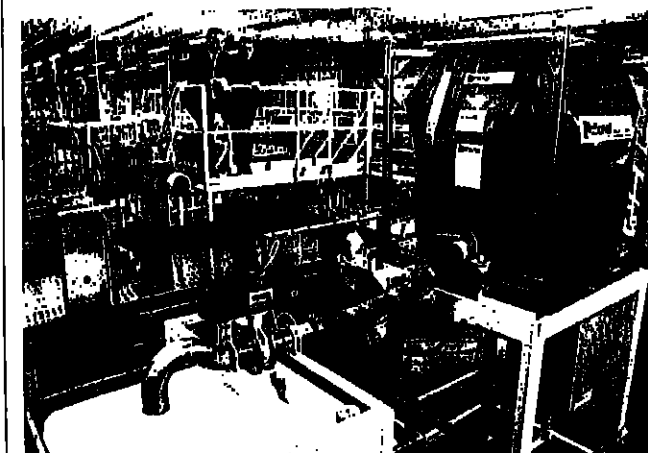
Christopher Stewart-Smith has been appointed the independent chairman of PRG. He is on secondment from ICI and will oversee the PRG until Valpak is set up

its report that no levy should be imposed at this time.

On wte, the PRG's Public Consultation paper calls on the government to demonstrate its support for wte schemes, adding that the PRG must also develop plans to promote higher public acceptability of wte as an energy recovery method to combat public opposition to these plans.

Consumer attitudes and behaviour were also discussed in relation to the levy. Some submissions said that the levy was too small to affect consumer behaviour and that more recognition should be given to the role of consumer awareness by defining and specifying where responsibility will lie for its achievement.

Additionally on the funding front, strong recommendations were made that a comprehensive audit be carried out by Valpak and the material organisations prior to the finalisation of the plan.



The Eclipse semi-bulk adhesive container by National Starch and Chemical, linked to the automatic line supply system at Guinness

## Adhesive system savings

In the first installation of National Starch and Chemical's Eclipse adhesive system for labelling on a conventional bottling line, Guinness Packaging reports both savings and increased line efficiencies.

After the introduction of its casein adhesive Eriol 909, National discussed with Guinness the best strategy for the customer's adhesive supply. Previously, 30kg plastics pails had been used, but were presenting potential disposal problems. Since the pails were also used as primary adhesive feed containers, linked to a Jagenberg Solar 70 labeller, use of returnable pails would have involved critical handling changes.

Guinness was looking for the elimination of these small containers, less adhesive wastage, improved efficiency, lower handling costs and better quality control from constant temperatures in an enclosed system. National had already converted many customers to its bulk and semi-bulk transit

and storage systems. Starting with one of the two principal bottling lines, an automatic feed system was introduced using 1000 litre collapsible Eclipse Autofil ibcs. The container design allows for gravity feed into a fixed tank via a fill valve with level sensor.

From the fixed tank, adhesive is fed to two movable heated and insulated feeder containers adjacent to the labeller. Level sensors here control demand upstream from the primary tank. Adhesive is kept at controlled temperatures throughout the automatic feed system.

The system for the first line was commissioned at the beginning of the year, and an order for the second line has been confirmed with National (Galvin Road, Slough, Berks SL1 4DF - tel: 0753 533494, fax: 539338).

"Our operators are freed up to concentrate more on overall line output, and our adhesive usage has been measurably reduced," says Alan McGowan, project engineer at the Guinness Runcorn site.

The Eriol 909 casein adhesive is said to give cleaner running than alternative adhesive and better label presentation resulting from the fast setting and evenly transferable adhesive film.

For further information K8 102 Call for details 0839 772288

## Embossed elegance

A combination of embossed flint glass and a label on linen embossed metallic paper have given a elegant and traditional look to Old Speckled Hen premium pale ale.

Building on the rich, light colour of the beer, the brewer-Morland of Abingdon - selected flint glass for the 500ml bottle, which is embossed with the company's logo around the neck and 'Brewers since 1711' at the base. A tapered neck and shaped shoulder are incorporated into the design.

The bottle, designed to capitalise on off-trade sales for the brand, is produced by

Beaton Clark (The Glass Works, Greasbrough Rd, Rotherham, S Yorks S60 1TZ - tel: 0709 828141, fax: 828476).

The octagonal label is printed in six colours offset litho on linen embossed metallic paper for a non-reflective and textured finish, by BH Matthews (Whitby Road, Bristol BS4 3QS - tel: 0272 714147, fax: 723193).

BEATON CLARK: For further information K8 103 Call for details 0839 772288  
MATTHEWS: For further information K8 104 Call for details 0839 772288



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The smallest sensor to date to be supplied by Taylor Dynamic Controls is the Tiny-Eye which, despite its size, can operate in a number of modes and different conditions.

The miniature system, which will sense faulty product such as half full or empty bottles on a filling line, is waterproof and proof against extremes of temperature.

Changes to the optical block will give permutations which include retroreflective, polarised, proximity, opposed, fibre optic or convergent sensing, says Taylor (Yew House, Walton, Lutterworth, Leics LE17 5RP - tel: 0455 554956, fax: 558148).

High impact polycarbonate is used for the casing and the sensors are protected against reverse polarity. Last year, the company - agent for US manufacturer Tri-Tronics - introduced the Mity Eye to the UK.

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capacities and constructed from .33 to .45mm tin plate, the UN Pall is also economical, safe and practical. Its unique multi-lug, crimped on lid with polyurethane flowed-in gasket ensures maximum performance integrity. T&D Packaging, being so

\*UN Pall certified up to UN Group II (Liquids) 1.2 S.G. for 1A2/1/70/08/2303.

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1966  1967

# WORLD CUP WIN, WORLD CLASS PACKS

Recovering from a headier World Cup back in 1966, fans could toast England's victory with Sauterne from a pvc bottle. It was pvc with everything - unless of course it could be put into an aerosol.

Not everything was going the way of plastics in 1966. Cartons were in demand, with Tylow Ld having to step up its production despite already having driven output up by 25 per cent the previous year. An additional Roland press was being installed and an Arrow straight-line gluer.

In March '66, for the first time, bone china manufacturers found a "worthwhile alternative to straw" for transit protection of their product. The Polyte skin packaging system could provide safety for ceramics while taking a fraction of the time to pack.

A Sidel/Lesieur machine was allowing Kingston Mouldings to produce up to 2,400 26oz pvc bottles an hour for J&J Colman's Robinsons brand drinks. This followed Colman's decision

to replace glass bottles with plastics bottles of Robinsons drinks on a national scale.

Sauterne and Burgundy wines were also being test marketed in pvc bottles. Marrick Manufacturing was installing equipment to give it an

annual production capacity of around 75 million bottles on the strength of this demand.

The relative cheapness of plastics continued to excite users of packaging - and the press. Under the dramatic banner "Plastics packs crash paper price barrier" a Mr J (Jack) Schneider boasted, "Name almost any paper, board, plastics or glass pack and the Extruflex can produce it cheaper." But the history of this system appears to demonstrate, whatever the present received wisdom in the UK might be, that price is not everything.

British Home Stores had opted for a plastics Ovoid pack for its eggs. Manufactured by Thermopac, the container was said to have the distinct advantage of giving visibility to the product.

Own brand image was as much a hot issue in the '60s as it is now. Spar redesigned its packaging with the new "triangle in a box" logo, we were

told in September 1966.

Aerosols were the subject of the latest market predictions in '66, with BAMA (British Aerosol Manufacturers Association) estimating that within ten years consumption in the UK would rise



**SLIMLINE PACKS CARRIED THE MESSAGE TO CONSUMERS WHO WANTED TRIMMING AT THE EDGES**



**1966 WORLD CUP FEVER WAS REFLECTED IN PROMOTIONAL PACKS OF THE TIME**

from 2.1 per person to nine. Trends from the USA suggested that aerosol sizes would increase, with more over the 12oz capacity being used.

In December, PN led with a report into an aerosol ffs line which blowmoulded, filled and sealed packs. Developed by Rhône-Poulenc, the system was presented at the Salon de l'Emballage. Licensees were expected to begin production in the UK.

In the same month, the British Oxygen Company Ltd demonstrated how nitrogen could replace oxygen

inside a pack. "Any low permeability package or packaging material is suitable for use with inert nitrogen protection," PN told readers. Not often seen on the pages of PN was the British Hovercraft Corporation. In October '66 we featured its Hoverpallet, to be shown at Food-pack, capable of lifting up to 400lb. The necessary amounts of air to lift the base could be provided by a domestic vacuum cleaner, said the manufacturer. In the following year, a production model was announced by US Clark Equipment.

Low strength in films used for shrinkwrapping product was among the packaging complaints from wholesale grocers reported in

September '67. "In some cases, it is said, the thickness of the film does not permit safe handling at speed," PN reported. One wholesaler showed the intrepid journalist its "Chamber of Horrors", containing soiled or damaged product



**TWIX AND MARATHON ARE AMONG THE SURVIVING BRAND NAMES LAUNCHED IN THE '60s**

with "a total value of many hundreds of pounds". Tetra Paks were reported in January '67 to be adaptable for use in edible oils, other food products and motor oils, with the use of an ionomer resin coating. Surlyn A resin was being used to coat materials packing edible oils in Spain and Mexico, said PN.

PACKAGING PICTURES KINDLY LOANED FROM THE ROBERT OPIE COLLECTION AT THE MUSEUM OF ADVERTISING AND PACKAGING, GLOUCS - TEL: 0452 302309

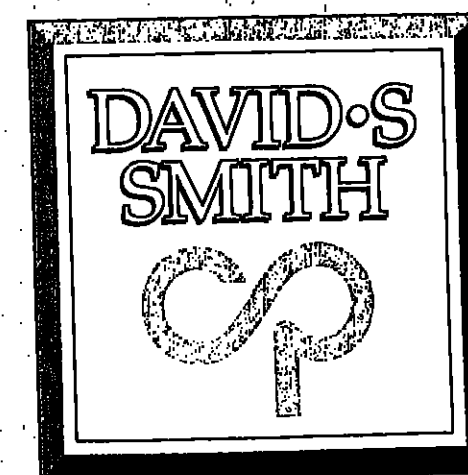


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## DIARY

**9-12 August**  
**Packaging and food processing**  
 Exhibition, Jakarta, Indonesia. Top  
 Repuls Co. 2102 Fu Fai Commercial  
 Centre, 27 Hillier Street, Hong Kong -  
 tel: 852 851 8603

**18-21 August**  
**Foodpac**  
 International packaging and food  
 processing exhibition, Kuala Lumpur,  
 Malaysia. ADG Exhibitions, 1 Woodside  
 Road, Amersham, Bucks HP6 6AA - tel:  
 0494 729406

**30-3 August/September**  
**BUORA**  
 Trade fair for the printing industry,  
 Leipzig, Germany. Intech Overseas Fairs  
 Ltd, P O Box 142, Rochester, Kent ME3  
 7NR - tel: 0474 824092

**31-3 August/September**  
**AsiaFood**  
 International exhibition of food  
 processing, packaging and handling  
 machinery, equipment and technology,  
 Manila, Philippines. Trade Information  
 Marketing and Exhibitions, S-324  
 Secretariat Building, PICC, CCP  
 Complex, Roxas Boulevard, Pasay City,  
 Manila, Philippines - tel: 632 632 0309

**5-9 September**  
**Packukraina '94**  
 International trade exhibition, Kiev,  
 Messe- und Ausstellungsgesellschaft,  
 Ost-Handel Consulting mbH, GS1  
 Hamburg, Ullensstrasse 10, D-22299  
 Hamburg - tel: 040-48 75 90-91, fax:  
 040 48 75 99

**7-10 September**  
**Paperbox World**  
 Folding carton and rigid box exhibition,  
 New Orleans. National Blenheim  
 Expositions, Fort Lee Executive Park,  
 One Executive Drive, Fort Lee, New  
 Jersey 07024, USA - tel: 1 800 829  
 3976

**13-16 September**  
**Labelexpo USA '94**  
 Exhibition, Chicago. Label Exhibitions  
 Ltd, 131 Southlands Road, Bromley,  
 Kent BR2 9QT - tel: 081-313 3535

**15-20 September**  
**CIP**  
 Packaging trade fair, Beijing. NOWEA  
 International, Ms Uta Windhausen,  
 Postfach 10 10 06, 40001 Düsseldorf -  
 tel: +49 211/4560-743

**16-20 September**  
**Tokyo Pack**  
 Exhibition of packaging materials and

machinery, food processing machinery  
 and equipment, Tokyo, Japan. Japan  
 Packaging Institute, 7F Kashikichi  
 Ningyo-cho Bldg, 3-10-1, Ningyo-cho  
 Nihonbashi Chuo-ku, Tokyo 103, Japan -  
 tel: 813 3 3249 6301

**20 September**  
**Introduction to labels and**  
**labelling technology**  
 Two separate tech-ins, the Grand Hotel  
 Krasnapolsky, Amsterdam. Clare Brophy,  
 event coordinator, Co-wise Management  
 and Training Services, 131 Southlands  
 Road, Bromley, Kent BR2 9QT - tel: 081-  
 313 3713

**20-23 September**  
**Convertext '94**  
 Trade show dedicated to the paper,  
 board, film, plastics and foil converting  
 industries, NEC, Birmingham. Jane  
 Harris, Marketing Manager, Reed  
 Exhibition Companies (UK), Oriel House,  
 26 The Quadrant, Richmond, Surrey  
 TW9 1DL - tel: 081-948 9800

**21-22 September**  
**EASME '94**  
 European adhesives and sealants  
 manufacturing exhibition, Bordeaux,  
 France. Jane Malcolm-Coe, FMJ  
 International Publications Ltd,  
 Queensway House, 2 Queensway,  
 Redhill, Surrey RH1 1QS - tel: 0737  
 768611, fax: 761685

**22-25 September**  
**Packaging Focus '94**  
 Packaging exhibition and conference, on  
 board P&O's Sea Princess, Richmond  
 Events, London House, 243-253 Lower  
 Mortlake Road, Richmond TW9 2LS - tel:  
 081-332 2422

**22-25 September**  
**Printpack 5/ProcessFood '94**  
 Pan Arab printing and packaging  
 exhibition, Cairo International  
 Convention Center, Egypt. The Arab  
 Communication Group - tel: 20 2 348  
 4361

**22-25 September**  
**Thal PackPrint**  
 Packaging and printing exhibition and  
 conference, Bangkok, Thailand. Reed  
 Tradex Co Ltd - tel: 010 662 260 7103  
 8, fax: 260 7109

**27-29 September**  
**PPMA Show**  
 Machinery exhibition, NEC, Birmingham.  
 PPMA Ltd, Progress House, 404  
 Brighton Road, South Croydon, Surrey  
 CR2 6AN - tel: 081-681 8226

**27-30 September**  
**Materials, handling, storage and**  
**packaging**  
 Exhibition, Oslo, Norway. Norges  
 Varemessa, Boks 130 Skoyen, Oslo  
 0212/2, Norway - tel: 47 22439100

**27-30 September**  
**Silababz**  
 Packaging Exhibition, Novosibirsk,  
 Siberia. Overseas Trade Show Agencies,  
 11 Manchester Square, London W1M  
 5AB - tel: 071-486 1951

**28-30 September**  
**AFERA Congress**  
 Congress of the European Self Adhesive  
 Tape Manufacturers, Annecy, France.  
 AFERA Secretariat, 60 rue Aubert, F  
 94408 Vitry Sur Seine Cedex, France -  
 telefax: 010 331 45 21 03 50

**28-30 September**  
**FachPack '94**  
 Trade fair for packaging, labelling and  
 storage technology, Nuremberg.  
 Veranstalter NürnbergMesse GmbH,  
 Messzentrum, D-90471 Nürnberg - tel:  
 +0911/8606-0, fax: 8606-255

**28-30 September**  
**2nd International Transit**  
**Packaging conference and**  
**exhibition**  
 Conference and exhibition, Orlando,  
 Florida. Maira Erwin, Pina International -  
 tel: 0372 376161, fax: 0372 377526

**28-31 September/October 4**  
**Taropak**  
 Packaging exhibition, Poznan, Poland.  
 Overseas Trade Show Agencies, 11  
 Manchester Square, London W1M 5AB -  
 tel: 071-486 1951

**1-5 October**  
**Typopack**  
 International graphic arts and packaging  
 exhibition, Thessalonika, Greece. ICO Int  
 Tsimokou, PO Box 19025, Athens 117  
 10, Greece - tel: 30 901 0016

**3-7 October**  
**Europlast '94**  
 International plastics and rubber  
 exhibition, Paris-Nord Exhibition Centre,  
 Michèle Jackson or Catherine Chitlock,  
 Promotions, The Colonades, 82  
 Bishops Bridge Road, London W2 6BB -  
 tel: 071-221 3660, fax: 792 3525

**4-6 October**  
**Polypropylene '94**  
 Conference, Swissôtel, Zurich,  
 Switzerland. Maack Business Services,  
 Moosacherstrasse 14, 8804 Au/near

Zurich, Switzerland - tel: 010 41 1 781  
 30 40, fax: 781 15 69

**5-8 October**  
**Interpack/Interprint**  
 International exhibition for the food  
 processing and packaging industries,  
 Jakarta, Indonesia. Reed Exhibitions -  
 tel: 081-940 3777

**10-13 October**  
**Isapak**  
 International packaging exhibition, Tel  
 Aviv, Israel. Israel Trade Fairs Center,  
 PO Box 21075, 61210 Tel Aviv, Israel -  
 tel: 972 3 645 2422

**11-13 October**  
**Graphic Communications**  
 Exhibition/conference on creativity in  
 print and publishing, National Exhibition  
 Centre, Birmingham. Richard Lead, Reed  
 Exhibition Companies (UK), Oriel House,  
 26 The Quadrant, Richmond, Surrey  
 TW9 1DL - tel: 081-948 9800

**11-14 October**  
**Budatranspack**  
 International packaging and materials  
 handling trade exhibition, Budapest,  
 Hungary. Hungexpo Budapest, PO Box  
 44, HD-1441 Budapest, Hungary - tel:  
 36 1 157 3555

**11-14 October**  
**Printing and Equipment Show**  
 Exhibition, Olympia, EMAP Trenton, 840  
 Brighton Road, Purley, Surrey CR8 2BH  
 - tel: 081-660 8008

**11-16 October**  
**Scandipack '94**  
 Scandinavian Show, Gothenburg,  
 Sweden. Svenska Messan, The Swedish  
 Exhibition & Congress Centre, Box  
 5222, 40224 Gothenburg, Sweden - tel:  
 010 31 109 100, fax: 160 330

**11-16 October**  
**Printexpo, Johannesburg, South**  
**Africa**  
 Institute of Packaging (Services) - tel:  
 0864 500055

**11-16 October**  
**MEBA**  
 Trade fair for metal processing, Leipzig,  
 Germany. Intech Overseas Fairs Ltd, P O  
 Box 142, Rochester, Kent ME3 7NR - tel:  
 0474 824092

**12-15 October**  
**LPES - The National Print**  
**Production Event**  
 Exhibition, Olympia, EMAP Trenton  
 International Events Ltd, Beach House,  
 840 Brighton Road, Purley, Surrey CR8

2BH - tel: 081-660 8008, fax: 6243

**12-16 October**  
**PPP China**  
 International trade fair for packaging,  
 printing and paper, Tianjin, China.  
 Tianjin World Economy Trade and  
 Exhibition Centre, 32 You Yi Road, Hedi  
 District, Tianjin 30061, China - tel: 86  
 22 342 222

**14-19 October**  
**Interfood Shanghai**  
 International exhibition for food  
 processing and packaging equipment,  
 Shanghai, China. Shanghai International  
 Trade Information - tel: 86 21 546 3810

**18-20 October**  
**Pakex & Process Ireland**  
 Ireland's national packaging and process  
 exhibition, the National Exhibition Centre  
 - The Point Dublin. McCann McGuirk  
 Presentations, Greenmount House,  
 Harold's Cross Road, Dublin 6W, Ireland -  
 tel: +4532497/4532493, fax: 4544179

**24-28 October**  
**Specialty Plastics '94**  
 Conference, Swissôtel, Zurich,  
 Switzerland. Maack Business Services -  
 tel: 010 41 1 781 30 40, fax: 781 15 69

**24-28 October**  
**Ola**  
 International exhibition for the food and  
 beverage industries, Paris, France - tel:  
 33 1 4268 0619

**31-4 October/November**  
**International packaging**  
**machinery, equipment, materials**  
**and printing trade fair**  
 Minsk, Belarus. Minskexpo, Masherova

Prospect, Minsk 2206 00, Belarus - tel:  
 7 017 2 69084

**1-3 November**  
**Scan-Tech**  
 Automatic identification exhibition,  
 Chicago. AIM USA, 634 Alpha Drive,  
 Pittsburgh, PA 15238, USA - tel: 1 412  
 963 8588

**3-6 November**  
**IEFP**  
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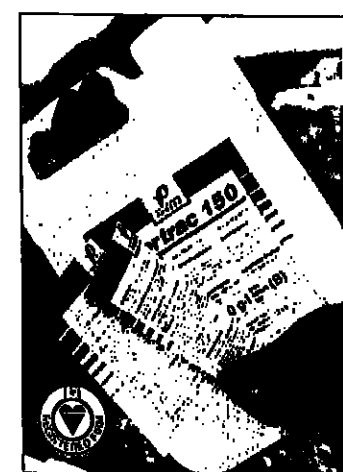
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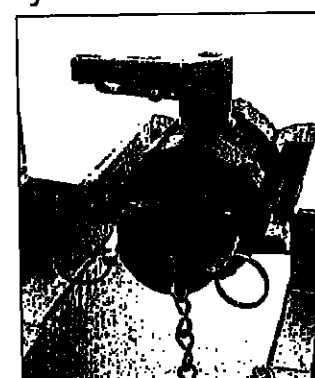
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## Company with a clear conscience

Around 3.54 million containers were rescued by The Body Shop UK in 1993/4, according to its third environmental statement, *The Green Book 3*.

The firm also increased refills by 6 per cent in UK shops and upped the collection rate for plastics containers. In the USA over 183,000 containers were recycled and 21,000 bottles were refilled. In addition, "We are working with the United States Environmental Protection Agency to assist in producing guidelines for Life Cycle Assessment."

One of the few UK firms to carry out an environmental audit, The Body Shop tells *PN* it has a five-grade environmental

accreditation scheme for suppliers of raw materials through third party manufacturers.

"The company has made a move towards using less cardboard for its transit packaging with most shops receiving deliveries in roll cages (61 per cent) and recycled plastics tote boxes (22 per cent).

### "No financial advantage"

Although good environmental practice is a fundamental company ethic, David Wheeler, general manager environment health and safety, tells *Packaging News*: "There is no finan-

cial advantage in recycling and reuse. It does not give us a competitive edge."

At its Watersmead site, the company blow and injection moulds its bottles, jars and caps on site. On-site production has increased over the year, when over 104 million plastics units were produced.

### "Increased production"

In line with increased production, the company upped its recycling for all plastics, glass, aluminium and steel, as well as pallets.

"We are pleased to report that we met our 1992 target, ensuring 80 per cent of our packaging (excluding colour cosmetics and accessories) would be manufactured from our most readily recyclable materials or have no packaging at all," says the report.

## Medical bags have high cold resistance

Critical care medical bags are now being converted from Ecdel, a copolyester ether elastomer from Eastman Chemical Company for the first time.

Draka Polva by of the Netherlands has used the material to launch Solmed PCCE Medipak, a lay flat tubing used for the bag conversion. The bags are used to pack amino acids, lipids and both high and low pH solutions.

The bags have good cold temperature resistance, and can even store blood at -60 to -80deg C without cracking, says

Eastman (UK address: Brindley House, Concor Hall, Lawn Lane, Hemel Hempstead, Herts HP3 9YT - tel: 0442 241171, fax: 241177).

Benefits derived from extruding the resin in tubular form are the substantial reduction of weld length in comparison to bags made from flat film, and the improvements in interior cleanliness of the product due to the closed



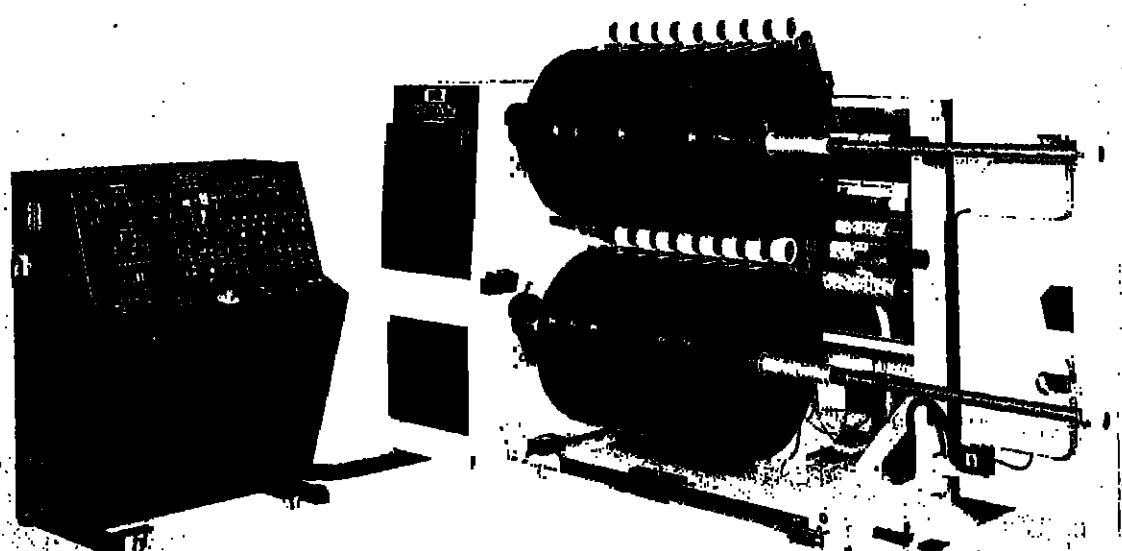
Medical bags are made from Ecdel resin, from Eastman

production system, according to the company.

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The 101mm diameter pp pot for salads, from RPC Containers Corby

### Ready salads in pp pots

A round 101mm diameter polypropylene pot has been launched by RPC Containers Corby for prepared salads and coleslaws.

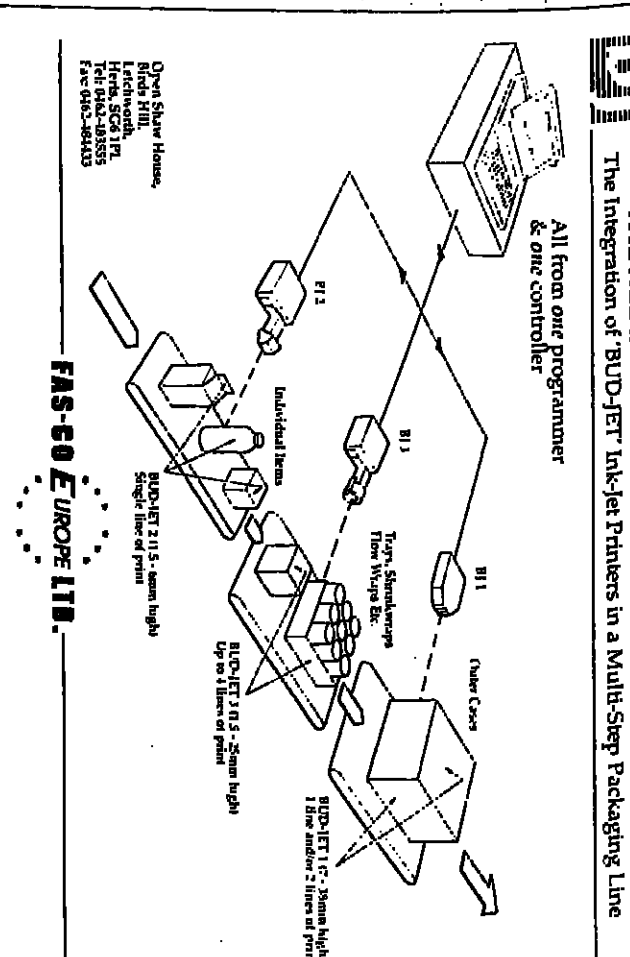
Milborne Foods has adopted this container for the launch of Safeway's premium range of prepared salads such as Pasta and Blue Cheese, Chunky Potato and Beetroot.

"Prepared salads are a growing and competitive market," says Ciara Moore, trade

marketing manager at Safeway. "As such we required a container that would help to differentiate our range and provide maximum on-shelf impact."

Full colour printing on both the pot and lid is provided in-house by RPC (Sallow Road, Weldon Industrial Estate, Corby, Northants NN17 1JX - tel: 0536 63488, fax: 205493).

For further information K8 124 Call for details 0688 772268



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## Paper darts

The Paper Federation, until more recently known as the British Paper & Board Industry Federation (BPBIF), changed its name earlier in the year, as part of an overall effort to keep its message direct, simple and clear.

The federation comprises three main sections - training, employment and trade (business and the environment) - which were separate associations until 1974, when the trade and employment groupings merged, incorporating training in 1984.

One of the largest federations in the UK, with 42 employees and a turnover of £2.2 million a year, the Paper Federation has 65 member companies, representing around 95 per cent of the industry Europe-wide.

Its mission, director general Jeffery Bartlett tells *Packaging News*, is to assist all sectors of the British paper and board industry to develop and maintain a strong, internationally competitive position.

### "Strong links with CEPI"

Apart from its headquarters in Swindon, the federation has offices in London, Bury and Edinburgh and also maintains strong links with CEPI (The Confederation of European Paper Industries) in Brussels. It played a leading part in creating CEPI.

The federation's policies and priorities are outlined in a three-year business plan. Members meet four or five times a year to update policy.

The director general and the chairman - Stefan Kay, md of Inveresk plc - meet with the 15 councillors regularly to discuss federation business.

Mr Bartlett identifies the key issues as supply and cost of pulp, waste paper and ener-

gy, over packaging, packaging waste and recycling, eco audit and labelling. The development of standards and centres of educational excellence, effective use of employees, high safety standards and improved statistics are also key areas.

### "Developing standards"

With the federation since 1969, Mr Bartlett has been director general for nine years. Making up the rest of the management team are Bryan Bateman, director business and the environment; Lesley Fryer, company secretary; Tom Linley, director education and training and Keith Roberts, head of industrial relations.

"We now aim to ensure the UK and European paper industry can compete with the rest of the world; also to obtain an improved image for paper and improved environmental performance," says Mr Bartlett.

The federation aims to provide services to industry, including lobbying and representation. Strong links have been forged with the Department of Trade and Industry and with MPs. An all-party discussion group of MPs with mills in members' constituencies convenes once a year.

The federation also offers its members, business and environment advice, education and training, guidance on employment matters, useful statistics and links with external associations.

"Increasingly our work has become international. On the trade side, over 60 per cent of our companies are overseas-owned. Even those companies that are UK-owned are international."

"It is very important that we take a long term view," says Mr Bartlett. "For next year the Federation plans a British

## MEET THE ASSOCIATION

*Camilla Reed reports on the activities of the established but newly christened Paper Federation, as it spreads its wings to meet the international demands of its members.*

Paper Week in October, which will comprise local initiatives, conferences and seminars."

The federation also wants to broaden its activities to include anyone with any link to the paper industry. It offers a service to five other organisations, providing them with services for a fee, including The Packaging Distributors Association and the British Box and Packaging Association.

As part of its drive to get across its message and encourage its members to do so, the federation helped set up the Pulp and Paper Information Centre (PPIC) in 1990 and is one of its major financiers.

Mr Bartlett is also the

chairman of the PPIC, which is managed by Kathy Bradley, who is also the manager of the federation's communications department.

"The Paper manufacturers are not used to dealing with the public. They have tended to deal with intermediaries, as their customers are not the general public. The industry was not good at putting across its product and on environmental issues it was not well prepared," says Ms Bradley.

Things have changed. The federation publishes an annual review and fact sheets, runs contentious advertising campaigns, sponsors educational projects and has a strong envi-



Kathy Bradley



Jeffery Bartlett

ronment committee, which responds to legislation and often ferocious criticism from environmental groups.

The PPIC (tel: 0793 887468, fax: 886182) represents conflicting interests in the pulp and paper chain, since its other five member associations deal with paper agents, importers, pulp, sacks and board.

Statistics is the federation's largest department, with the government calling more and

more on it for industry data. "Statistics and trade data are sold to companies which are now more interested in Europe as a whole and are less and less interested in the UK. They want more of a breakdown of Europe country by country and this is altering our approach," says Mr Bartlett.

The Paper Federation, Paper-makers House, Rivenhall Road, Westlea, Swindon SN5 7BD - tel: 0793 886086, fax: 886182.

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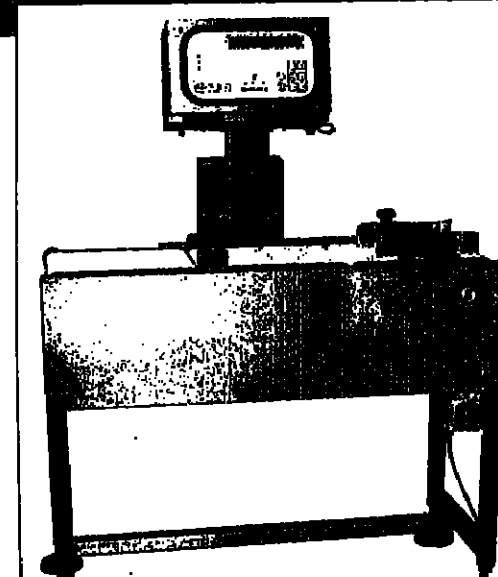
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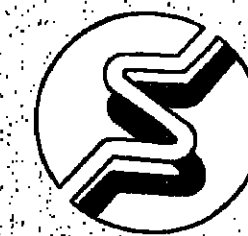
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# Fingerprint system gives disciplined brand growth

*In a fiercely competitive marketplace with increasing competition from lookalikes, brands must enforce their identity. Design In Action suggests this can be done across the board, on products as diverse as beer and pharmaceuticals, with 'brand genetics'. Here we look at why and how it's done.*

Brand integrity and ownership are still under threat, warns Design in Action (DIA) director Trevor Bradford, despite the recent success of Coca Cola in obtaining changes to the packaging of J Sainsbury plc's own label Classic Cola.

Prior to the launch of Sainsbury's cola, the previous Sainsbury's brand had 20 per cent of cola sales at the store. Classic Cola took a 60 per cent share of sales within weeks of its launch, at the expense of the leading brands (see PN June).

"The Coca Cola decision may send messages to other supermarket chains, such as Safeways, which were also considering a similar launch, but the problem is likely to continue," adds Mr Bradford.

Part of the problem stems from the government's unwillingness to amend the Trade Marks Bill, in a way that would allow the British Producers and

Brand Owners Group to clamp down on lookalikes.

The bill had its third reading in late June, and the Brand Owners Group is now looking to introduce the issue in a statute on unfair competition, says Paul Walsh, the Group's spokesperson (see PN May).

However, passing off brand products as brand equivalents is

unchanging solidity of that brand, come what may," says Mr Bradford. "The bigger the brand, the more pressure on brand managers to get it right and sometimes this means they are slower to adopt a radical move if it is needed. However,

we certainly don't believe in change just for the sake of it.

"The standard design consultancy approach is, similarly, to create 'an attractive package' without necessarily going into great detail and research into brand personality projection.

But a brand is an organic entity. It must evolve and adapt to be successful," says Mr Bradford.

The brand genetics approach, claims DIA, requires a far more disciplined marketing approach than merely superficial package design. Key components are identified. These must be flexible to accommodate future development.

A good example of this, says DIA (Central House,

Alwyn Road, Wimbledon, London SW19 7AB - tel: 081-879 7090, fax: 081-879 7315) is the work done for Courage on its John Smith's Bitter brand. Brand management began on the product 10 years ago.

Over the last decade the John Smith's brand has evolved from a quality regional ale marketed as John Smith's Bitter in its northern heartland and as John Smith's Yorkshire Bitter in its southern markets, to a single national bitter brand, launched in 1991.

John Smith's is the number one bitter in a can in the UK. John Smith's marketing controller, Peter Harding tells PN "We gave DIA a fairly difficult design brief for the new draught. The can had to be contemporary, modern, attractive and reflect the traditional aspects of the bitter. So far,



Original John Smith's Bitter (left) and the new draught-in-can product: key core elements and icons were recombined

possible and therefore more legally defensible.

"The classical brand manager's way of thinking about a brand is that it's immutable. Once established and accepted, a brand manager's role is to protect the integrity, the

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The Benylin range of cough remedies was completely revamped by DIA: the brand name is carried in a distinctive lozenge shape

sales have been up 30 per cent year on year and the packaging design has had a major influence on sales.

The basic brand DNA for the John Smith's bitter incorporated icons and symbols which were nationally recognisable - in particular the magnifying glass used for generations. "The magnifying glass is John Smith's property," says Mr Bradford.

"We did not want to cannibalise one can design at the expense of another. So we have continued to use the same typeface, the magnifying glass and the colours, although the red has been dropped for a cream stripe to represent the creamy head," explains Mr Bradford.

Courage introduced its widget can 18 months after Whitbread launched the Boddington's widget can. "We have been very pleased with the consumer reaction so far. The widget can represents 18 per cent of the canned market at present and we see it growing to

between 30 and 35 per cent. This is where the main canned sales growth will be, says Mr Harding."

The packaging for the Benylin range of cough remedies was recently completely revamped by DIA. The brand name is carried in a lozenge shape and strong descriptors indicate which kind of cough the contents are intended for.

DIA identified core components of the brand identity, its colours, logo forms and identifiers and assessed which of these should be carried forward.

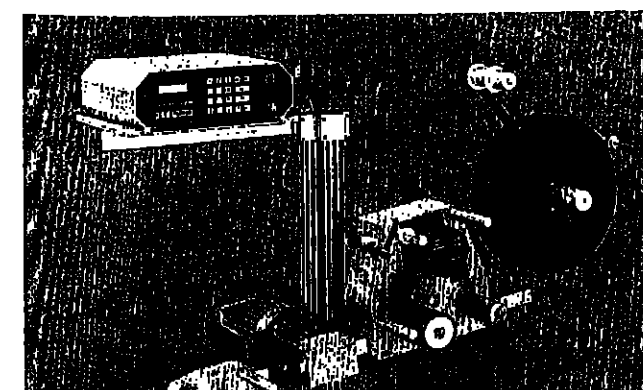
Brand genetics means, in short, establishing the brand's unique genetic fingerprint and then creating a systematic development programme. This assists in protecting that particular brand personality and all future developments against the encroachment of competitors and meets the client's sales objectives, says Mr Bradford.

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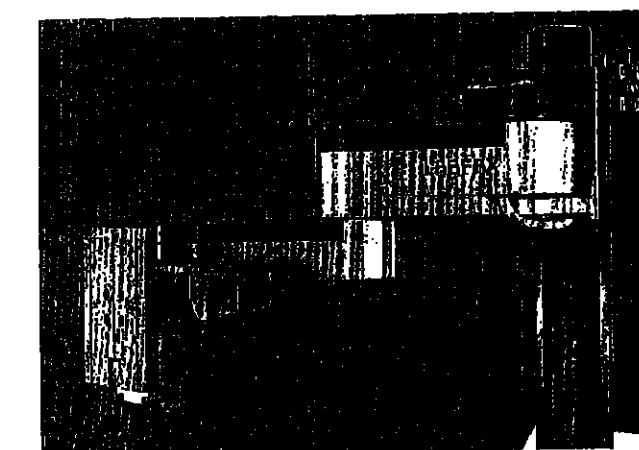
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Juha Rantanen, CEO and chairman of the executive committee of Borealis, Europe's newest polyolefins producer, has been elected president of the Association of Plastics Manufacturers Europe (APME) for the next two years. He takes over from Dieter Cron of Hoechst and his vice president will be Dr Jürgen Hambrecht, who is senior vice president of the engineering plastics division at BASF.

Ulf Kilander, managing director of AssiDomän Packaging, has announced a new European organisation for the sale of corrugated packaging to major customers. Siegfried Jacobi will take up the position of regional sales director - Central Europe, Terry Wilson is UK sales director and Francesco Noé will be regional sales director for Southern Europe.

Lars Heidenberg will be

the regional sales director for Southern Europe while Norman Maxwell is appointed European sales co-ordinator. He will be based outside London.

Ronnie Hampel, the current deputy chairman and chief executive of ICI plc, will take over the chairmanship from Sir Denys Henderson at the age next year. Charles Miller Smith, an executive director of Unilever and a non-executive director of ICI, will become chief executive of ICI on the same date. He will become an executive director in October of this year.

Chris Young has been appointed sales director for Brattle Adhesive Materials, the self adhesive tape specialist.

Tony Kendall is now the UK managing director of the newly formed UCB Flexibles Ltd, a part of the packaging division of the UCB Group of Belgium.



Dr John Nolan



Dave Watson

Dr John Nolan has been appointed chief executive of Rockware Glass after more than 20 years' service with Rockware's parent, ACI Glas Packaging, in key technical, operational and general management positions. As chief executive, Dr Nolan will be responsible for directing the company's current initiatives which are designed to further enhance its customer service and technical manufacturing base.

Dave Watson has joined Rockware Glass from fellow ACI Packaging Group member, Rockware Plastics as director of marketing. Mr Watson's role will involve a high degree of contact with customers in the wines and spirits, food and dairy and beers and beverages market sectors.

Jack Jenkins, production director of soft drinks, has retired from brewer Hall & Woodhouse Ltd. His final task

at the company has been evaluating, selecting, negotiating and finally commissioning £6 million worth of plant.



Silvana Canette

Silvana Canette, managing director of flexopress manufacturer, Flexotecnica, was among six Italian women managers and entrepreneurs to receive the Marisa Bellisario Foundation's Golden Apple prize at a ceremony in Rome. Awarded to women who have made an outstanding contribution to economic revival, it acknowledged Ms Canette's "commitment and determination" and her "remarkable managerial and decision-making gifts".

Ray Foley has joined Pechiney Packaging as field sales manager - general line from Carnaud-Metalbox, while Susan Pugh has joined the company from Solvay Chemicals as customer services manager - food. Denise Boyle is appointed account manager - general line.

Patrick Butcher has been appointed operations director, and Mike Millier sales and marketing manager at Irwin Packaging.

Francois Bleugels is now the director of sales for the UK, Germany, Benelux, Scandinavia and CIS for Eastman Chemical Company.

Mick Barnett, previously sales director of Vernon Packaging,

has joined Robinson Carton Packaging as sales director.

Henriette Politano has been promoted to export sales director of Amba Lamps.

CarnaudMetalbox Aerosols (UK) plc has reorganised its sales organisation into cells based on market sectors rather than the previous can diameters. Denis Foulger heads the news sales department as business sales manager, also responsible for the male toiletries cell.

Anton Scott will manage personal care sales, Colin Preece will handle contract fillers and Simone Lacroix is now the manager - household and industrial sales.

Paul Williams takes on the role of print marketing manager, while Colin Harris becomes the new component business manager. Anita Long is the business development manager.



Carol Michaud

Carol Michaud is the new US national sales manager of Linpac Metal Packaging and will be responsible for sales of promotional and decorated metal containers across the USA.

It is with much sadness that Delpyro Ltd reports the death of the company's good friend and engineering director, Tom Ashton, who was killed in a road accident in May.

Ken Elmer is appointed sales manager to the expanded sales team at AMK Plastics Ltd.

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The report format we prefer is the format generated by X-Rite's QA-Master software. We have enclosed a sample report for your information.

We anticipate having our new colour control system in place by the end of the month, and request your full cooperation at that time.

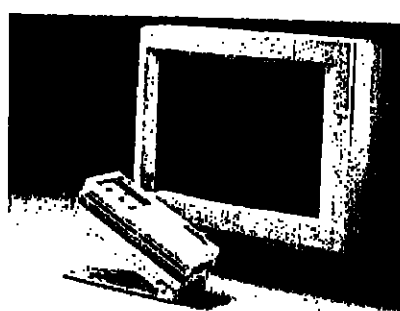
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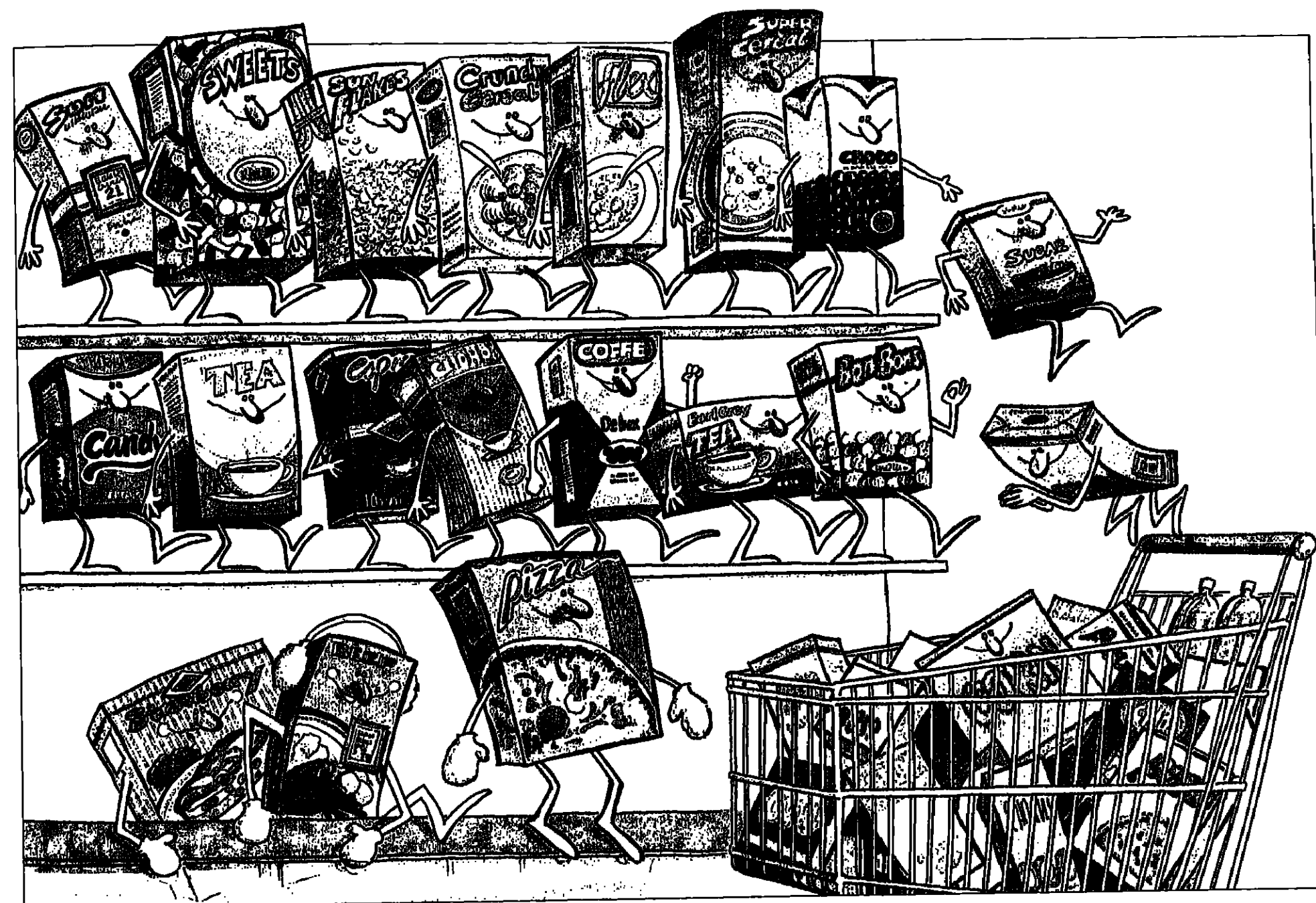
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PACKAGING NEWS/JULY 1994

# Fiskeby recycled board for food



Fiskeby offers a recycled approach to packaging food products. The Multiboard range of 100% recycled Whitelined Chipboard grades is already being used in a wide range of food cartons, including Breakfast Food, Tea, Coffee, Sugar, Frozen and Chilled Foods, Confectionery and many others. All have gained from switching to Fiskeby.

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# In-mould moves to the fore

Kees Koster, md of TW Packaging bv in the Netherlands, is so pleased with the company's in-mould labelling (iml) thermofforming system that he is already planning ahead. "The six-cavity system is running perfectly, so we're sure the next stage will be 12 cavity," he tells *PN*. This system is likely to be reel-fed, rather than using pre-cut as at present, with gauges as low as 20 microns.

Momentum for iml in thermofforming is coming from continental companies - such as TW's customer Van Den Bergh - willing to pay a premium for higher quality graphics than with surface printing. According to Illig (0442

**With reel-fed systems coming into their own, we report on the competing in-mould labelling technologies. We also take a look at decorative shrink sleeves, the wider benefits of barcoding and include a round up of news.**

212533), which supplied TW with its RDM 70 K machine, the ability to locate information on the base of the container is another factor in persuading potential users.

The system now running at TW (010 31 5470 8111) bonds pre-cut labels with the process heat stored in the cup during thermofforming. Labels are transferred to an intermediate magazine. Vacuum is used to

hold each label to the preforming device and the transfer head is loaded in two stages.

There is most movement in iml, and the fiercest competition for the best and cheapest results, at the crossover between the injection moulding and thermofforming technologies.

Injection moulded tubs produced by Peerless Plastics for Irish dairy Avonmore's

Gold spread use gold labels on matching material for the tub. The packs, in 250 and 454g sizes, are produced using Peerless' Rollodec system. This cuts labels from the reel inline prior to placing them in the mould, offering lower production costs - with the potential for using thinner labelling films - to offset the initial investment.

Now with £2 million of funding for the marketing of the system, Peerless md Paul Bagnall tells *PN* that advances have been made from the slow single-impression version of the machine to four-heads. With it has come a halving of the cycle time to give an eight-fold increase in productivity,



says Peerless (0827 50505).

The Avonmore tub uses a 40 micron film, but films of as little as 30 microns can be used when labelling from the reel, says Mr Bagnall. Computer imaging is said to offer distinct advantages for Rollodec, checking label positioning, print register and the quality of the 'gate'.

The finish on the Avonmore tub had to reflect the name of the product, and a gold effect was achieved using a pearlescent film to out-glisten competitor products. Further high-volume applications of Rollodec for small tubs are expected soon.

Despite a downward trend in the price of pre-cut iml stock and a continental market so far committed to pre-cut labels, Mr Bagnall is confident about the system. "For volume applications we definitely anticipate that our system will be more competitive than pre-cut label systems," he says.

Mr Koster clearly believes the costs associated with iml in thermofforming are lower. It is also simpler, he says, and has the potential of using fewer materials. For continental customers this and other environmental considerations are of paramount importance, he says.

Blowmoulders in the UK report only slow growth of iml among own label customers. "There is a premium to be paid, and with the cost pressures that retailers are facing, there is a reluctance to pay it," says Ron Weldrick, sales manager at Alpha UK (0942 728833).

In the last year Alpha has seen some growth in demand for iml in blowmoulding - primarily from its large continental production - but this has depended on individual sizeable orders for the major fillers.

In the same way, Plysu has seen little or no interest in iml for blowmoulding in the UK, but some in its continental operation. Where this has happened, says the company (0908 582311), the filler has been

**Tubs for Avonmore Gold are among the in-mould labelled packs from Peerless Plastics**

willing and able to absorb the differential for the benefit of product image.

Recent shifts on the moulding side towards reduced overall costs have included the development of an electrostatic rather than vacuum tension system for label positioning, says consultant Hagen Locher (010 49 761 452410). Mr Locher acts as a consultant for Beck of Switzerland, maker of handling systems for thermofforming, injection and blowmoulding.

**"Increase in quality"**

One of the reasons for change, where it has happened, is the increase in quality of plastics label materials. Even though paper iml materials have traditionally been much cheaper, companies in this sector are looking at plastics. According to BPC Bradley (0254 395631), supermarkets are shifting products such as dairy and frozen foods from chest cabinets, where the consumer looks down on the lid, to shelving.

While paper has been adequate for the distortion typical of a tub lid, when labels are required for the tubs themselves - and 100 per cent decoration is now recognised to be one of the greatest strengths of the system - paper cannot be used.

The hdpe-based Polyart, produced by Ajobex Synthetic Papers (0255 420561) has a surface finish similar to that of matt coated paper. It has been used on blowmoulded bottles for detergents.

Hoechst has materials available for injection moulding with a slight gloss, white for better usage in litho printing. The company (081-570 7712) also has a much thinner film for labelling from the reel.



Margarine tubs from T W Packaging, the Netherlands

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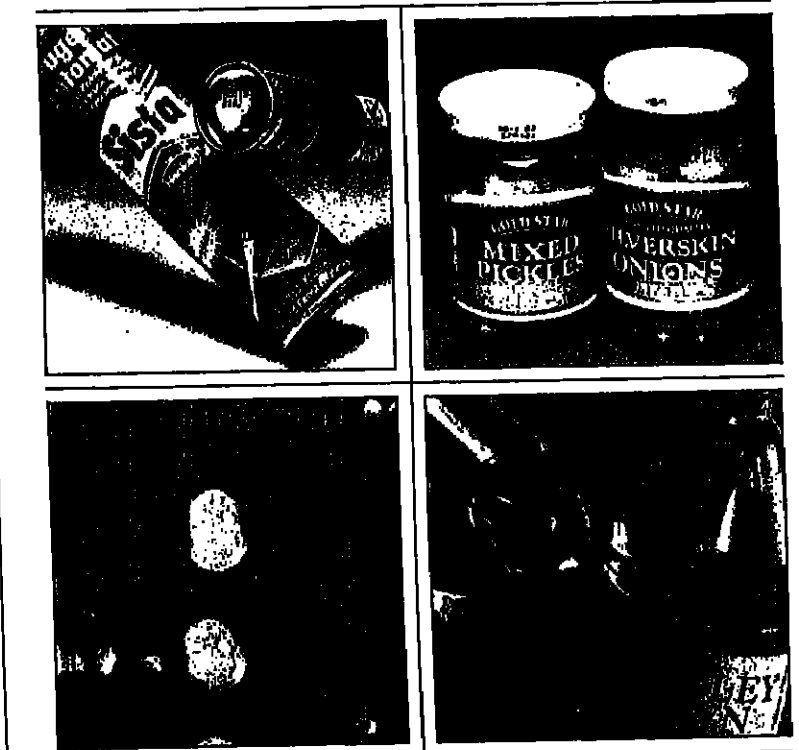
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## Smoother data benefits

**A smooth flow of electronic data means faster and more efficient running of the supply chain, says Tim Hankins\*, and direct management control benefits for the supplier.**

As we know, any chain is only as strong as its weakest link, and this is true of communications in the supply chain from raw material supplier to manufacturer to the distributor and to the retailer.

Traditionally the supplier has responded reactively to the demands of the multiple retailer or other principal within the supply chain without recognising the advantages to be derived for its own benefit. However, suppliers are now recognising that guaranteed

accurate recording of goods to customers can eliminate reconciliation problems, meaning less wastage and a faster payment cycle.

How can a supplier cooperate in this process? By far the most accurate and efficient systems are proving to be those that use barcodes and, optionally, EDI (Electronic Data Interchange). Using standard identifiers, the barcode can be used to track and trace product in a fast and error-free way.

The importance of main-

taining accuracy can be demonstrated by looking at a point such as the intermediate warehouse where changes of ownership occur. Possible conflict between what the supplier says was delivered as against what the new owner says has been received can be avoided, and the proof is in the barcode.

Scanning and transmitting the traded unit barcode from one to the other can provide proof of delivery prior to payment. All that is required is agreement as to how the supplier will produce the barcode.

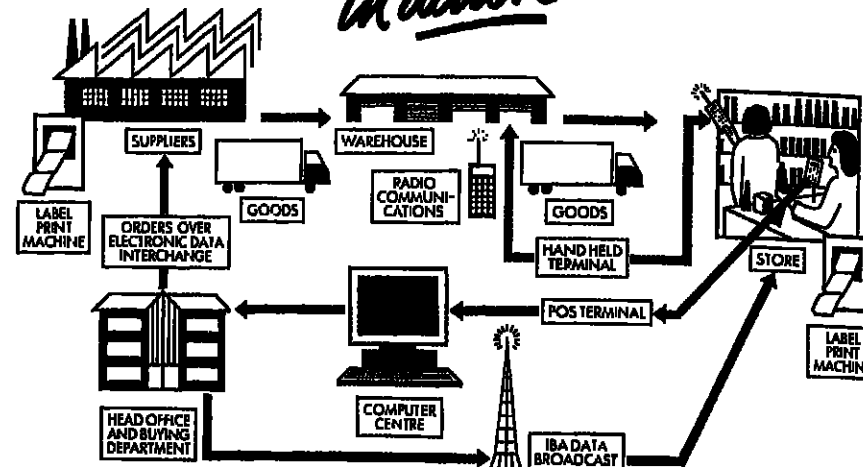
A low cost pc software package will in many cases provide the best solution. While this is often seen by the supplier as being an on-cost, experience shows that the ability to scan their own barcodes

and produce on-demand management reports, for example, provides fast payback.

In almost every case, the supplier which uses such software can comply more rapidly and more accurately with cus-

### SUPPLY CHAIN AUTOMATIC DATA CAPTURE

*In action*



Using the pc software, the supplier can comply more rapidly and accurately with customer demands

tomers. Payment for goods can improve and, along with it, cash flow.

In its basic form the system should be capable of producing product information labels containing unique variable information. The printer should be easily accessible to shop floor personnel to immediately print the product or traded unit label, but without the ability to tamper with sensitive information.

A desktop unit or automatic print and apply device can be used. The choice and cost are dependent on the quality and speed of print desired, but the system must be capable of taking electronically transmitted data directly to the print station to eliminate errors in transfer and offer current data.

It should also be possible to transfer data from one computer to another and allow a change in label design in any format to reflect the needs of different customers such as the larger retailers by simple key depression. Labels can then be placed directly onto the pallet or transit container. Standard desktop software packages can be supplied either through the principal or managed by specialised software companies.

Sadly, in many cases the supplier itself has not realised any benefit yet from the barcode label, while the principal, predominantly the multiple retailer, has not maximised the benefits of electronically transmitting data within the chain.

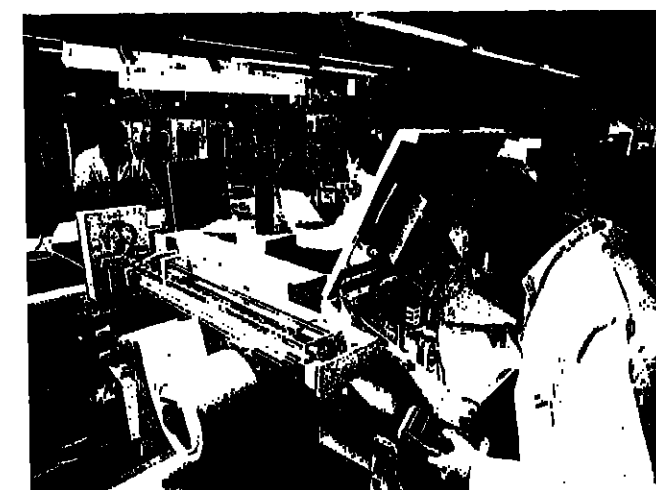
This same print system console can now be equipped to scan the barcode label and automatically produce despatch documentation and variance analysis between 'final order requested' and 'actual despatch proposed'. So any chosen data can be transmitted via the EDI facility ahead of physical despatch to the next point in the supply chain or reconciled back to the supplier immediately after scanning at goods in.

Standard message formats can be agreed between the principal and its suppliers. 'The data gathered using hardwired or radio 'real time' connections from, say, a portable data capture terminal can be used to generate detailed reports, delivery reconciliations, stock reports and many other aspects of vital management information at both ends of the link.'

\*Tim Hankins is chairman of AIM, the Auto ID trade association, and of Alpha-Numeric International (Alpha-Numeric House, Bourne End, Bucks SL8 5AQ - tel: 0628 810180, fax: 0628 810157).

**Manufacturers must continue to take the lead in pallet labelling to ensure an effective system which will benefit all parties in the distribution chain, says Graham Podmore\*.**

## Pallet labelling must shape up



Software sophistication is combined with rugged construction

Most companies involved in the manufacture, production, warehousing or distribution of goods can see the benefits of barcoded pallet labelling, yet many manufacturers appear reluctant to put an effective pallet labelling system in place.

This has probably not been through a lack of belief in the usefulness of such a system but rather through an understandable caution as to whether the amount of money needed to establish such an operation would ultimately be well spent.

Without an agreed standard, any system introduced too early and without general industry support, might well be a danger of being superseded by a different and non-compatible system. Yet it is clear that any finally agreed system or standard for pallet labelling has to be industry-led.

If it is not, there is a real danger of an unsatisfactory system being imposed on industries by other parties who may not take manufacturers' needs fully into account. Furthermore, internal quality procedures and accreditation to universal standards such as BS 5750 may well depend on a company having an effective and efficient product tracking system.

The dropping of European trade barriers at the start of 1993 and the continuing harmonisation of production by many multinational companies has also highlighted the very real need for effective product tracking. It is now possible for a single factory, be it in the UK, Germany or wherever, to supply the whole of Europe.

Currently different countries may identify product in different ways. Complicated invoicing procedures spanning a number of divisions may also now be involved.

Without co-ordinated pallet identification and tracking, the entire production and distribution procedure can become a logistical nightmare - bad enough in terms of production management alone but an absolute nightmare if a recall is required.

Happily, even before the advent of the single European market, work had already begun to establish and agree an International Pallet Label standard. This was initiated originally by several leading

requirements. Indeed, some of the most vital discussions to establish a pallet labelling standard has centred on the size and shape of the label.

The work undertaken through the ANA has resulted in an A5 portrait label, divided into three sections. The first section offers a free format, the second incorporates specifics such as the Serial Shipping Container Code (SSCC), and the bottom third provides a machine-readable version of the data.

'The EAN pallet label is a particular use of the application identifier standards which have been developed by EAN International and the American Uniform Code Council to provide a worldwide system for providing additional information about products, as well as improving the tracking of consignments along the supply chain,' stresses John Pearce of the ANA.

'The use of the pallet label standard allows companies to meet their own information

needs, and those of their trading partners, efficiently and unambiguously. It's a perfect basis for improving control and customer service,' he adds.

The major companies who first initiated the system are now beginning to implement it on a European-wide basis. Certainly Prestek has been involved in a number of large-scale projects to co-ordinate automatic pallet labelling throughout various companies' European operations.

Yet pallet labelling should not be viewed as solely the domain of the larger companies. It is an area which must concern all manufacturers, particularly

those that nourish ambitions to expand. Of course, for this to happen, the machinery and technology must be available to carry out the process effectively.

For the very small operation with a low volume output or labour intensive production method, a manual system with a desk top pc and printer to produce labels for hand application is a possibility. For larger, high volume manufacturers however, a fully automated system may be the most practical and effective solution to cope with largely unmanned operations.

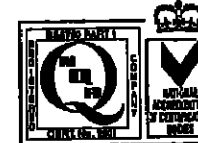
Whatever system is chosen, it must be integrated into some other form of company management information system. There is little point in creating a special label for each pallet if the data applied is not recorded elsewhere in a database system.

The higher the degree of integration, the more effective and efficient the entire system becomes.

\*Graham Podmore is sales director of print and apply labeller manufacturer, Prestek (Highfields Science Park, University Boulevard, Nottingham NG7 2RQ - tel: 0602 253220, fax: 0602 430153).

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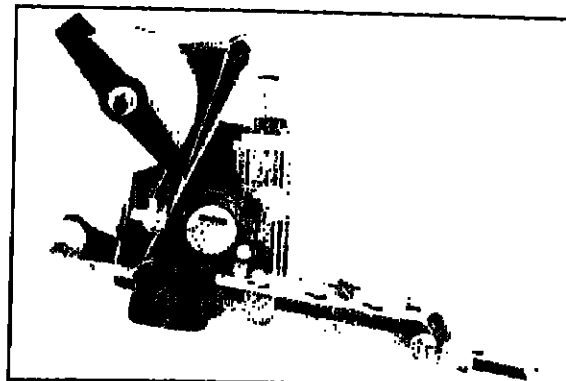
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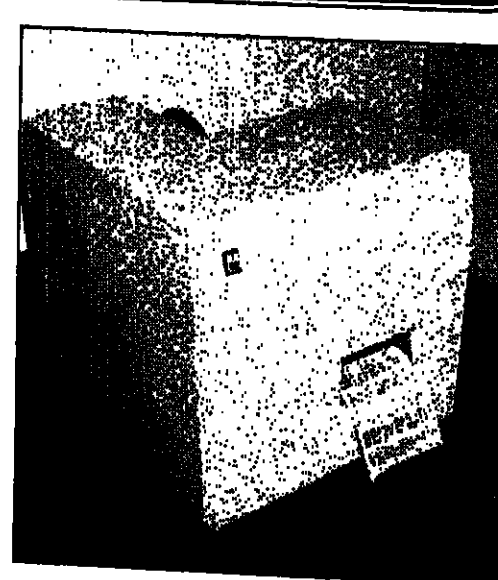
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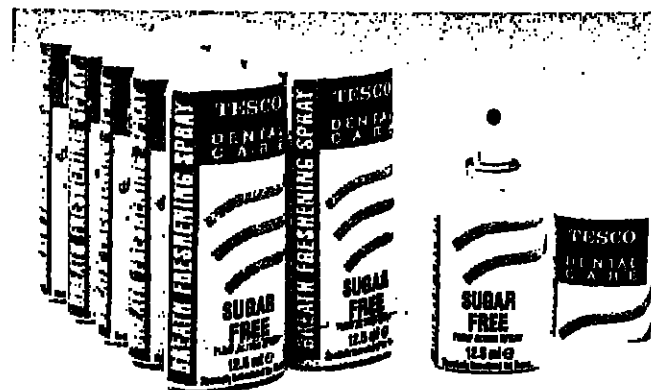


## Sealing success

Investment in a Formline shrink tunnel system, manufactured by the Sleeveit Division of Turpins Packaging Ltd, has helped clinch a valuable export order for confectionery producer McCowan's Ltd.

One condition imposed by the company's US customer was use of tamper evident sealing on pet jars of McCowan's twist wrapped mixed toffees. Most of the toffees are packed in cartons, so installation of the Formline system to shrink hand applied, pre-formed plastic sleeves, helped win the order, says Sleeveit (Kennedy Way, Clacton-on-Sea, Essex - tel: 0255 423402, fax: 473312).

For further information K8 116 Call for details 0839 772268



### Shrink sleeves by Decorative Sleeves for Tesco breath freshener Sleeve gives a fresh look

A shrink sleeve which provides both all round decoration and tamper evidence has been used on the container developed by Precise Plastics and Anglo European for Tesco's Sugar Free breath freshener.

The 15ml low profile pet pump spray bottle is used with a standard 15mm crimp on pump and a polypropylene

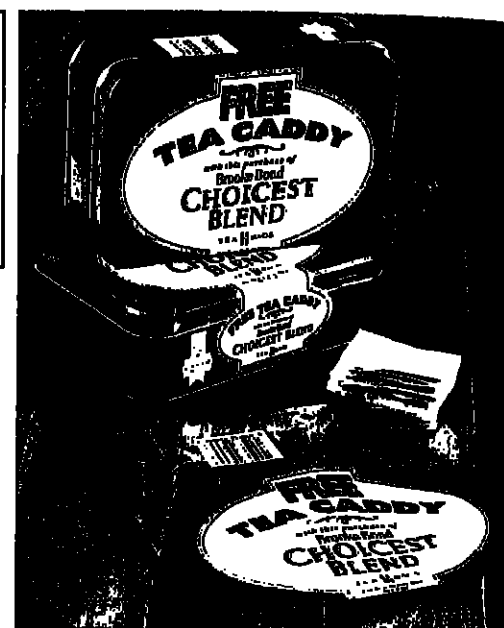
overcap. Sleeves are produced by Decorative Sleeves (Rollsby Road, Hardwick Industrial Estate, King's Lynn, Norfolk - tel: 0553 769319, fax: 767097).

DECORATIVE SLEEVES: For further information K8 116 Call for details 0839 772268

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## Tea caddy promotion

Decorative, promotional, tamper evident: we report on just some of the latest sleeve applications that provide one, two or all of these special features



The pvc film shrink sleeves are printed in six colours

Special offer packs put together by Brooke Bond Foods Ltd to promote Choicest Blend tea bags feature a free rectangular hinged-lid tea caddy, decorated and secured by pvc film shrink sleeves manufactured and printed in six colours by Decorative Sleeves Ltd.

The flexo printed, 40 micron clear film promotional sleeves, which also provide effective tamper evidence, are shrunk around the metal tea caddies. Decoration on the

sleeves complements the image evoked by the caddy itself, says Decorative Sleeves (Rollsby Road, Hardwick Industrial Estate, King's Lynn, Norfolk - tel: 0553 769319, fax: 767097).

James Macdonald of the Brooke Bond Buying Department, says: "Decorative Sleeves

was chosen because of the company's high quality standards."

For further information K8 116 Call for details 0839 772268

## Gravure adds glamour to square paint pots



Two new products from Crown Paints are using eight colour gravure printed pvc shrink sleeve labels produced by Parkside Flexible Packaging to complement smart and contemporary looking square shaped pots.

Crown Creams, a collection of six warm shades of cream emulsion, uses the quality of print on the label to reflect a sophisticated and natural look, says Parkside (17 Parkside Lane, Leeds LS11 5TF - tel: 0532 713863, fax: 703640).

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## Tamper bander applies full body sleeve

- tel: 0206 304982, fax: 304313) modified its machines so that with a few changes of parts a full body sleeve could be applied by the same machine.

It has developed a perforation system for Yuuki that combines vertical perforation to allow easy removal of the neck seal with a horizontal perforation that allows the body sleeve to stay in position.

Various thicknesses of material and various sizes of perforation blades had to be tested so that the perforations were easily broken for material removal. But it was vital that they did not open too wide and burst when shrunk over the profiles of the container passing through a heat tunnel.

Systems were then designed for Yuuki and fitted to two RF120 combined banding and sleeving machines which were installed in May. This feature is now available for all Graham tamper banding machines.

For further information K8 112 Call for details 0839 772268

## Coping with cold turkey

A synthetic thermal label has been developed by Label Converters Ltd

which needed to cope with fluctuations in temperature while being stored in the customer's chill cabinets and when defrosted by the end-user.

Moorland, which supplies the multiples with fresh and frozen turkeys, has rigorous processing operations. These demanded a label that while simple in design was capable of secure adhesion

to shrinkwrapped bags through one and a half hours immersion in a brine solution at -18deg C, blast freezing at -30deg C, then storage at low temperatures.

In response, Label Converters (Falconer Road, Haverhill, Suffolk CB9 7XU - tel: 0440 61311, fax: 62805) has supplied a strong adhesive which absorbs

water for sustained applications regardless of temperature.

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## Adhesive meets demands

Approval for indirect contact with foodstuffs has been granted to Jac UK Ltd for its latest adhesive D170 which was developed for demanding decorative or permanent labels for foodstuffs.

It is highly recommended for use on cold or warm, wet and moist surfaces, and is manufactured on a synthetic polymer base. It insulates and is water insoluble, says Jac (81/82 Buckingham Avenue, Slough, Berks SL1 4PN - tel: 0753 570631, fax: 536230).

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## Labour-saving print and apply

Two pressure sensitive labelling systems from Willett have proved key to an award-winning automated packaging system at a leading publishing services company.

The 2600-Series2 label printer/applicators have been installed at International Thomson Publishing Services in Hampshire, where they are printing and applying self adhesive labels on to packets and cartons containing books, tapes and computer discs for worldwide distribution.

**"Throughput has increased considerably"**

Previously, 16 people packed orders and applied preprinted address labels on to packets and cartons manually. Thomson has redeployed 12 of these people as only four are now needed, two on each production line. Throughput has increased considerably.

The two printer/applicators were purchased to increase labelling versatility and are fully integrated onto each line, says Willett (3 Cronin Road, Weldon South Industrial Estate, Corby, Northants NN18 8AQ - tel: 0536 400777).



Two 2600-Series2 label printer/applicators from Willett are now operating at International Thomson Publishing Services Ltd (fax: 400888).

One handles orders weighing up to two kilos, using a wrapping machine which encloses items in corrugated cold seal material. The other, for orders up to 14 kilos, uses a film box technique.

After a pack is sealed, a

to 2 kilos, while the other handles in the region of 1800 cartons of between 2 and 14 kilos. After labelling, the items are automatically routed to the appropriate despatch area.

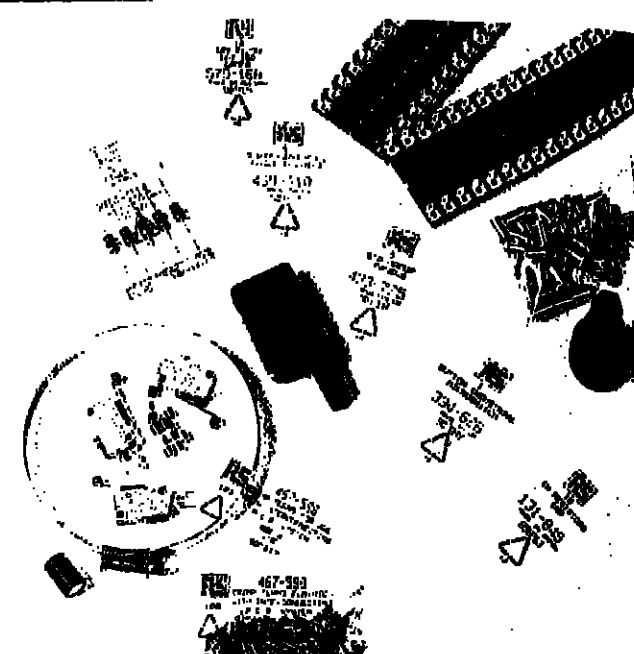
The cycle time from barcode reader to label application, including printing, is four seconds.

International Thomson Publishing Services operations director, David Silk says: "Previously addresses were printed on our combined invoice and packing document and manually pasted on to each package in the hand-packing area - a slow and laborious method totally unsuitable for future throughput projections."

Twelve million items are distributed each year and this is forecast to reach 17 million by the year 2000. The automation, including the Willett equipment, has not only reduced unit costs but improved service levels and was recently recognised with a Golden Parcel Award for excellence in service and delivery.

"We are extremely happy with the changes and are confident that the £350,000 total spend will be recovered within the planned two and a half years," says Mr Silk.

In each eight hour shift, one line wraps and labels around 2000 packets, weighing from 0



The Autobag system has increased packing and labelling rates

## Faster print and pack

A print and pack system from Autobag has replaced manual packing to enable a leading supplier of electrical parts to keep up with demanding lead times.

RS Components delivers electrical, electronic and mechanical parts to industry on a same-day dispatch system. The company has seen a three-fold increase in its packing and labelling rates since abandoning manual packing for the Autobag system. At the same time, says the company, short runs and mixed batches can be handled just as easily.

The decision to install the four Autobag HS-100 Excel/PI-4000 machines involved comparative tests with competitive systems. "These came out the most versatile and cost-effective," says packaging manager Roland Gurney.

The Autobag system is sold in the UK by Automated Packaging Systems (Ashchurch Business Centre, Alexandra Way, Tewkesbury, Gloucs GL20 8NB - tel: 0684 274602, fax: 274605).

For further information K8 120 Call for details 0839 772268

## Portable inkjets speed production

A payback of less than 18 months on its investment of nearly £25,000 in inkjet printers is expected by leading paints producer Hammerite, due to improvements in product throughput and reductions in raw material costs.

Seven Elite portable printers from Cueprint Ltd have been installed, four of which are dedicated to batch coding on paint lines, while the others will be deployed on production lines when required.

"Before we purchased the Elite, we were coding many products by hand, using label guns," says Paul Laidler, Hammerite's production supervisor. "With the Elites, we have been able to redeploy staff to other tasks while greatly increasing production throughput as well as removing label costs."

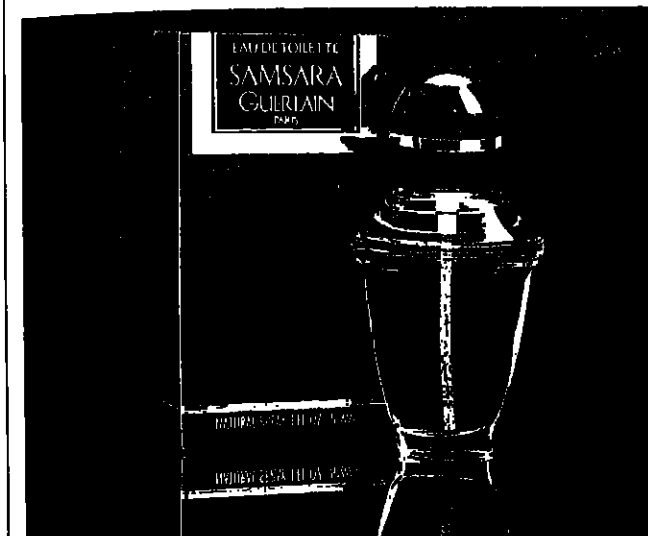


"Because the print head is so compact, the Elite can be positioned to print top, bottom or side," says Mr Laidler. Further information on the

Elite units is available from Cueprint (Compton Place, Surrey Avenue, Camberley, Surrey GU15 3DX - tel: 0276 691730, fax: 686895).

The Elite can easily be placed to print wherever it is needed

For further information K8 110 Call for details 0839 772268



Carton of Samsara Perfume from Guerlain, laser coded by Lumonics

## Sweet smell of lasers

Two French perfume manufacturers - Guerlain and Kenzo - are now coding cartons of their perfumes with Xymark 7000 laser coding systems from Lumonics Ltd.

Guerlain was seeking a coding system that offered speed, accuracy and increased efficiency, to mark product batch numbers and a confidential corporate code onto cartons being packed with bottles of perfume at the company's Paris factory.

Kenzo chose to use the Lumonics equipment to meet its need to code through a cellular overwrap, without spoiling the overall appearance and image of the carton.

Maintenance manager for

Guerlain explains: "Our primary demand, after indebitability and accuracy, was the ability for the coding system to interface with our computer system and accommodate additional equipment, such as barcode readers. Laser coding, being reliable and clean with no ink or consumables was the obvious choice."

At Kenzo, production manager Mr Desmont says that "it quickly became apparent that only laser coding could meet our needs."

Further information from Lumonics (Gothenburg Way, Sutton Fields Industrial Estate, Hull HU7 0YE - tel: 0482 831154, fax: 839233).

For further information K8 109 Call for details 0839 772268

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PACKAGING NEWS/AUGUST 1994

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Additionally HIDE-A-WAY labels offer a high level of tamper evidence.

HIDE-A-WAY labels are constructed in five layers with a tear-open perforated flap which opens to reveal collectable stickers. Printing in up to five colours is available on the inside, with up to four on the outside.

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PACKAGING NEWS/AUGUST 1994

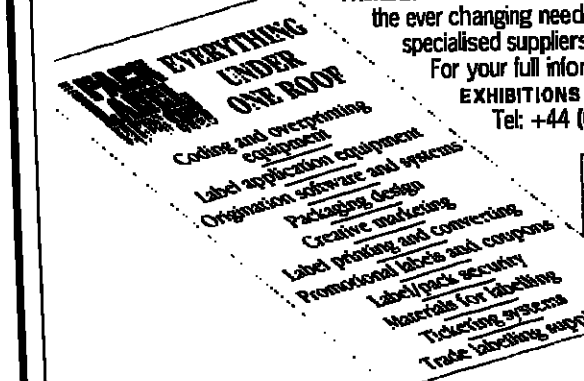


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# CONVERTING

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## Strengthening a commitment to flexo supplies

The recently announced exclusive distributorship for the UK and Ireland of Photomeca's Photo-Polymer Processing range and a UK dealership for DuPont Cyrel for Edale Ltd is said to further strengthen the company's commitment to flexo.

Photomeca's equipment will be on permanent display at

the recently enlarged showrooms in Romsey and Oldham. Sales will be handled by

**"After sales back-up"**

existing personnel at both sites, while after sales back-up will be provided by Edale's Rom-

sey Customer Services department (Budds Lane, Romsey, Hants SO51 0HA - tel: 0794 524422, fax: 513703).

DuPont Cyrel photopolymer plates will be handled by the Consumables department of Edale's sister company, Edale-PB&E, which is based in Slough. The appointment will further strengthen the

supply of high quality photopolymer plates to the UK, says the company.

**"Excellent reputation"**

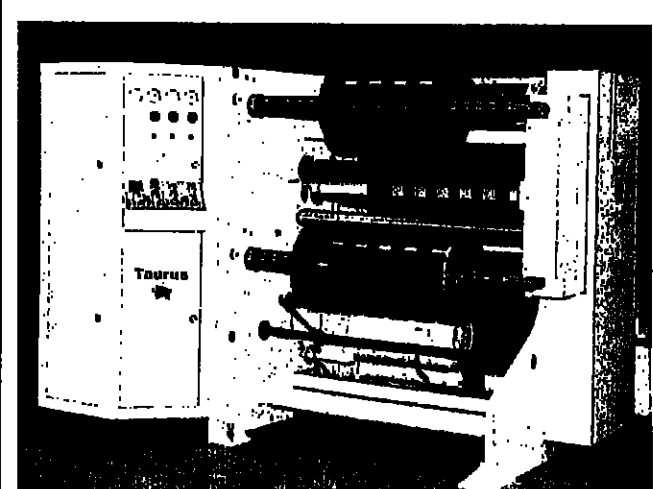
"Edale has an excellent reputation in the label market and we expect to increase the presence

of DuPont Cyrel in this important area as a result of this appointment," says Graham Harris, sales manager for DuPont Cyrel.

According to Edale's managing director, Bernhard Grob, this enlarged product range will allow one-stop shopping for customers. "Total package deals including relevant train-

ing on pre-press, press and finishing are now in demand more and more, so we can now meet this need with hands-on training sessions."

The company plans a series of Open Houses linked with training sessions and dates will be announced shortly. For further information call 0839 772268 or 0839 772269.



The Taurus slit rewinder from Duffy Converting Equipment Ltd

## A slit rewinder to suit small users

Taurus is the latest slit rewinder to be launched by Duffy Converting Equipment Ltd, which, says md Alan Duffy will provide smaller users with a machine they can better afford.

"The only other option open to users whose business will not support the high capital cost of sophisticated high performance machines is to purchase a machine second-hand, with its attendant dated technology," he explains.

This machine has a master reel capacity of 1000mm wide by 650mm diameter. It includes an unwind air bar, auto unwind tension control, auto edge guidance, slack edge correction and the option of

shear, score or razor slitting through a system of precision made changeover units.

**"Precision changeover units can be installed in a few minutes"**

These can be installed in a few minutes, says Mr Duffy. This feature provides the user with the opportunity to slit almost any type of web without the need to compromise on the best method of doing it.

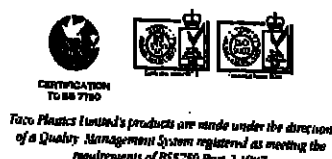
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CORRUGATED '94

## Power drying cuts warp

Corrugated '94, the first event devoted exclusively to the needs of the corrugated board and boxmaking industries, attracted 11,000 visitors and over 400 exhibiting companies. Here we review some of the companies from over 27 countries that launched and ran their products at the show. The next event will again be held in Paris, in the spring of 1998.

Warp is one of the major production concerns in the corrugated industry today causing costly material losses and productivity disturbances, mainly through irregular moisture profiles in the web.

To overcome this problem Swedish firm, Infratek AB (IRT) has developed IRT-System, which combines electric, shortwave and fast responding infra red lamps with thyristor power control.

This means that the drying power level can be controlled and varied from 0 to 100 per cent and within a few seconds as contrasted to up to 30 minutes by other methods.

By controlling the zone drying across the web width, moisture profiles can be corrected so as to adjust the outer liners, resulting in flat board.

Widmer-Walky, the Swiss corrugated board manufacturer, is the first corrugated maker to install the system. There are 18 zones per liner web.

Katarina Edgren-Marsh, sales manager at IRT (Box 1530, S-462 28 Vanersborg, Sweden - tel: 010 46 521 669 00, fax: 669 09), tells *Converting World* that the system can be controlled manually or automatically. "We do not guarantee zero per cent moisture, we just guarantee a certain moisture profile. By using

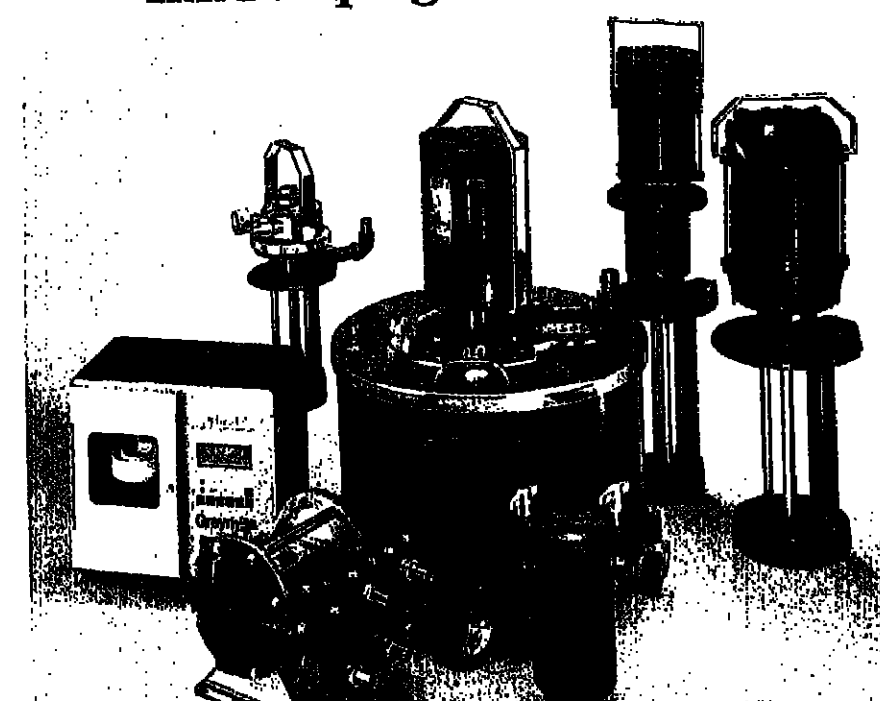
IRT-System combines electric, shortwave and infra red lamps

the system, you can identify irregularities in the glue, and by reducing wastage by 1 per cent you can save hundreds of thousands of pounds."

IRT guarantees a lifespan of four years. The system has in-built safety devices.

For further information call 0839 772268 or 0839 772269.

## Graymills Ink Pumping/Conditioning



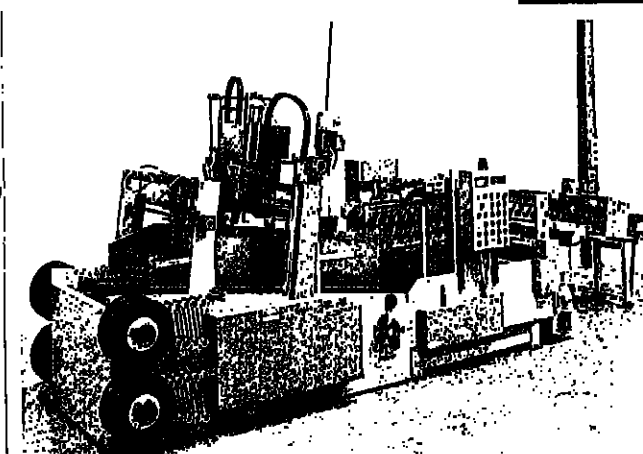
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Colt 1000 increases productivity while lowering production costs

## Crashlock bottom bundle and strap

Colt 1000, the first fully automatic bundling and strapping machine for crashlock bottom boxes was launched by the Swiss firm Strapex ag. It counts, turns 180deg, stacks and straps crashlock bottom four and six corner boxes from any folder gluer.

**"Four steps performed"**

This machine performs four production steps and requires only one operator for continuous output. It counts the individual boxes and aligns and stacks and straps using an in-line

principle with Endra Endeasler.

"The Colt 1000 is aimed at lowering production costs while increasing productivity," says Christof Kiehlmann, manager for corrugated machines at Strapex (UK office: Koldford Road, Witton, Birmingham B6 7EP - tel: 021-356 6264, fax: 021-356 7826).

The strap tensioning feature of the Endra Endeasler also prevents straps from cutting into the bundles, so reducing product damage. Production can be increased by up to 40 per cent and format setup times are said to be short.

For further information call 0839 772268 or 0839 772269.

## Rotary die cutter control

VeriGraphix II Rotary Die Cutter is the latest model launched by the US Ward Machinery Company. Currently under final test in the USA, it will be commercially available in the autumn.

Unlike the Mark I model, individual electronically controlled drives have replaced many of the functions traditionally handled by gear trains. Control systems now communicate with each other as well as with the operator, and an intelligent touch screen computer interface on each section has done away with almost all conventional controls. This makes VeriGraphix II quicker to set up and keep operating, says Ward.

Pull rolls have been eliminated, removing the need for side trim on most jobs. The vacuum transport system now holds the sheet and introduces it to the print nip, providing a

higher level of registration and permitting a number of board types to be used.

After the last flexo station and before the rotary die cutter is Ward's Re-registration section. It internally calibrates as part of the transfer process to produce a high level of print to cut accuracy which, the company claims, is an improvement of 300 per cent over conventional machines. In addition, re-registration of the sheet prior to die cutting is said to eliminate the need for leading and trailing trim on the majority of jobs.

"Printing is now isolated from die cutting. This improves the production quality of both and will allow the addition of a dryer under the re-registration section," says Ward (Irish Office: Garrycastle, Athlone, Ireland - tel: 0902 72691, fax: 753934).

For further information call 0839 772268 or 0839 772269.

## Looking for pallet agents

Unipal International Corporation, the US producer of the Unipal 100 per cent recycled corrugated pallet, is looking for agents and licensees to represent and manufacture its products in Europe.

Being one third of the weight of wood pallets, the Unipal is said to cut freight and transport costs, as well as overcoming some of the problems of contact with food and pharmaceutical products.

The pallets are available in a number of sizes and just require the die cut to be changed. There are three different pallet designs, each of which can be produced in various sizes and configurations.

The pallet can support up to 1 tonne. US agent Moda International (230 Park Avenue, Suite 924, New York 10169, USA - tel: 010 1 212 687 7640, fax: 687 7942) says it reduces damage to the product and meets the just-in-time requirements of customers unwilling to hold large inventories.

For further information call 0839 772268 or 0839 772269.



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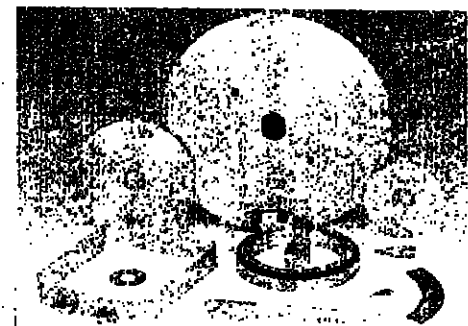
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**KEMIART**  
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## Kraft liner productivity

Kemiart is the latest Kemiart coated kraft liner grade which has been developed by the Finnish Kemi Mills of Oy Metsa-Botnia Ab (Kemi Mills, 94200 Kemi, Finland - tel: 010 358 698 1911, fax: 010 358 698 1912), to complement its range of products for the printed corrugated market.

It enables high productivity in flexo printing, even on less sophisticated machines and even at high speeds, high quality print is achievable. High gloss can be achieved by varnishing while printing, Finn board tells CW.

For further information K8 601 Call for details 0839 772268

## Flexo complexity under control

CyFos II, the computerised quality control system for flexo printers and repro houses, was presented by DuPont UK Ltd at the show. It is designed to improve the communication between repro houses and printers and provide a standardised method of controlling print quality.

DuPont says that this is the only system of its kind geared to monitoring the complexities of flexo and is aimed at turning the often lit and miss set-up times into productive time.

Ted Pennington senior systems specialist at DuPont (Wedgwood Way, Stevenage, Herts SG1 4QN - tel: 0438 734518, fax: 734481) tells CW that it can also be used as an early warning device when something is wrong; if, for instance, a colour has moved out of its acceptable parameters. It will help to reduce costs and obtain a better and more consistent quality as printers keep a log of all the boundaries, ink, speed, dot gain, thickness of board etc.

For further information K8 600 Call for details 0839 772268

"Details are built in"

Every press has its own printing characteristics and films must be produced to take account of these variables. With CyFos these details can be built into the system to ensure printed results are produced to specifications which match the original each time.

After each job CyFos awards the run a grade, so that printers can truly monitor their performance, Mr Pennington tells CW.

For further information K8 600 Call for details 0839 772268

## Feeder system unveiled

To meet the high demands of the latest generations of rotary die cutters and flexo folder gluers, Sun Automation Inc, unveiled its feeder system - SunLite Touch - which will be available on most new machines in the winter.

Spring loaded! It aims to totally eliminate feed rolls and instead employs a spring loaded sandwich belt arrangement designed to gently contact the board over a large area to provide a sure and accurate grip.

Used in conjunction with the SunLite Touch belts is an improved Extend-O-Feed table. The vacuum area of the table is extended across the machine to nearly the full width of the maximum sheet.

The vacuum area is also extended in the direction of the board travel using 4 rows of wheels and a dual grate. The net result is twice the gripping area and half the usual vacuum pressure required, says Lou Sardella, president Sun Automation (66 Loveton Circle, Sparks, MD 21152, USA - tel: 010 1 410 472 2900, fax: 472 2907).

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Nearly 100 companies will be represented at **Convertex**, the UK's only exhibition dedicated to the European converting industry, which takes place from 20 to 23 September in Hall 10 at the NEC in Birmingham.

A new feature will be the **Flexo Forum**, a series of seminars on uv systems, short runs, waste control and other subjects. **Convertex World** will be there. So don't forget to come and visit us on stand 506.

## Faster laminator

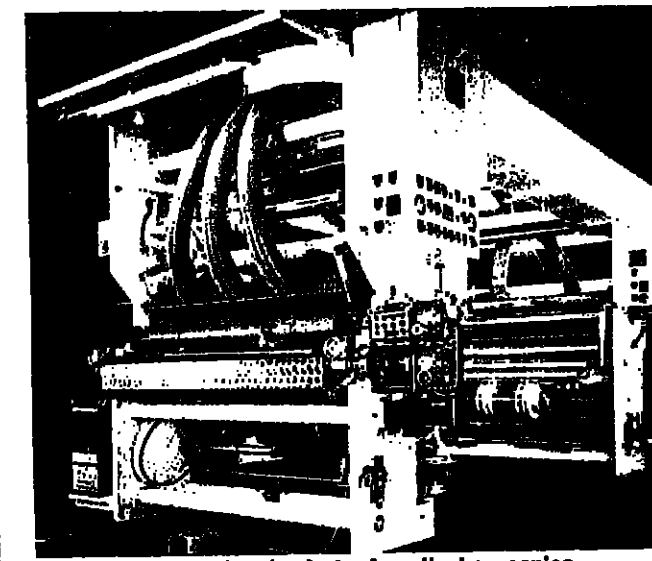
Simplex, a solventless uv laminator from Italian firm, Nordmeccanica, will be on show. It can process 100,000 metres of material in a shift yet is only 4.5 metres long and takes just two days to install and commission, says Engelmann and Buckham (E&B), which has been appointed the UK agent.

The laminator incorporates Nordmeccanica's patented coating unit. It provides a reel change in about 90 seconds uses only 32kw of electricity and operates very quietly, says

E&B (Buckham House, Lenton Street, Alton, Hampshire GU34 1HH - tel: 0420 82421, fax: 89193).

The firm will also be presenting its Combi range of laminators and associated equipment which includes the dual web Duplex Combi and Triplex Combi which laminates three films before material rewind at speeds of up to 300 metres a minute.

Stand: 208  
For further information K8 612 Call for details 0839 772268



The Simplex solventless laminator from Nordmeccanica

## A dynamic duo of web cleaners

To avoid problems with scratching and accumulation of dirt, PDM Ltd will be launching its KHSRA-B Web Cleaner and Ultra TM Cleaner.

KHSRA-B Web Cleaner is a contact cleaning system for paper plastics and film which also cleans the buff as it is rotating every revolution.

Ultra TM Cleaner is capable of cleaning below the 1 micron level. The technology can be applied to anything where data with cd, tape or photographic processes are

used, says Les Bennet director PDM (27 Lyndale Road, Eldwick, Bingley, West Yorkshire BD16 3HE - tel: 0274 552969, fax: 552968).

Stand: 402  
For further information K8 613 Call for details 0839 772268

## Detecting defects for web quality

The Belgian firm Intec Europe Ltd will be exhibiting its latest System 3000 Web Inspection System at the show.

Intec (Leuvensesteenweg 542, Box 2, Zaventem 1930, Belgium - tel: 010 32 2 725 1845, fax: 725 2401) offers both laser and camera-based technology for automatic inspection of moving webs to detect surface defects that detract from final web quality.

System 3000 is a low cost laser-based system, designed to complement the firm's existing System 9000, which can support either laser or linescan camera front end detection sensors, says Intec.

Stand: 6  
For further information K8 614 Call for details 0839 772268

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London NW10 7UH.  
Tel: 081 965 0611  
Fax: 081 961 6480

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Tel: 311257

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Fax: 0254 583752  
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Tel: 24372  
Fax: 081-566 3141

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Fax: 051-334 1417

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Cherry Court Way,  
Stanbridge Road,  
Leighton Buzzard,  
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LU7 8UJ  
Tel: 0525 303636  
Fax: 0525 370461

Fern Packaging Services,  
County House,  
2711 Queensway,  
Croydon,  
Surrey, CR0 4HL  
Tel: 081-760 9899  
Fax: 081-761 5336

JRS Packaging,  
Unit 2,  
Mauritius Park Ind Estate,  
Churchill Road,  
Leckington, Cheltenham,  
Glos. GL53 7JG  
Tel: 0242 226067  
Tel: 0242 226064

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Upper Castle Street, Bradford  
West Yorkshire BD5 7SG  
Tel: (0274) 720019  
Fax: (0274) 370132

Or  
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St. Andrew's Ind. Estate,  
Bicester Road, Aylesbury,  
Buckinghamshire HP19 3AF  
Tel: 0797 364559/366126  
Fax: 0797 367049

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Lydd Road,  
New Romney,  
Kent  
TN27 8HE  
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Fax: 0797 367049

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Organisation Ltd.,  
Caversham, Reading, Berks.  
Tel: 0734 481844

Total Packaging Ltd.,  
Unit 1, Newton Park,  
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Redbourne Industrial Estate,  
Aldridge, Walsall,  
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### NEW AUTOMATIC BOTTLING MACHINERY

For outputs from 30 BPM upwards

Rinsers, Filters, Cappers, Wet Glue Labellers, Premix, Carbonators, Packers, Shrinkwrappers, Palletisers, and Connecting Conveyors.

Filler Cappers also available as Mono or Tribbles. Single Machines or complete lines for all products, good value prices.

Call: Cliff Salmons  
Office AVE UK Ltd., Westbrooke House,  
76 High Street, Alton, Hants, GU34 1EN.  
Tel: 0420 80565 Fax: 0420 80590



### LEWIS PACKAGING SERVICES LIMITED

Manufacturers of the new "Easy Box" short run corrugated box making machines. Also specialists in reconditioned and load cartoning machinery. Full after sales service available.

Contact David Lewis on  
Tel: 0474 333422 Fax: 0474 323848



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THE 1 STOP SPECIALISTS FOR ALL YOUR SHRINK, SKIN & BLISTER REQUIREMENTS NEW & USED MACHINERY AVAILABLE WITH COMPLETE IN-HOUSE BACK-UP SALES, SPARES, SERVICE, HIRE ETC. EQUIPMENT ALWAYS REQUIRED ■  
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### O.M.C. PACKAGING MACHINES OFFERS FOR SALE

Horizontal Sachet Machine:  
Enflex F11 D/D Twin Duplex For Powders or Granules. Complete Line Available.  
Powder Feeders, Grouping Conveyors, Checkweighers, Etc.  
For further details contact: David Leather  
Telephone: 0942 222549 Fax: 0942 226503

### FOR SALE

SANDIACRE TG1, Fully Reconditioned by specialist firm. Less than 4 hours work.  
PEC Reg., Volumetric; machine can be put under weighers.  
Bag size -180mm x 250mm.  
First offer around £7,500, secures.  
Tel: 0602 866806 (Sarah)

### FOR SALE

SANDIACRE TG 3  
VERTICAL BAG MAKER  
REQUIRES REPAIR  
TEL: 08877 41123  
FAX: 08877 41122

### IN PACKAGING 'N' SEALER & SHRINK WRAP TUNNEL

Size 48" x 30". Automatic inflex, shrink tunnel with after cooler, conveyor delivery 25,000.

LADA FULLY AUTOMATIC SHRINK WRAP LINE. For resealing bundles etc. Inflex, auto wrapping unit, shrink tunnel, high capacity £10,000.  
Apex urgently needed. Near after condition. Contact: Trudy Hale, 0824 228883



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### RECONDITIONED SHRINKWRAP MACHINERY

Automatic and Semi-automatic. Complete Lines. Sleeve sealers, 'L' Sealers. Tunnels. Part Exchanges with Manual Lines welcome

#### SPARES & SERVICE

New & Service Exchange  
Parts for most makes of Shrinkwrap Machinery



YORKSHIRE PACKAGING SUPPLIES  
Quarry Lane, Woodkirk, Dewsbury, West Yorkshire  
Tel: 0924 441355 Fax: 0924 440683

### INTERNATIONAL

INTERNATIONAL MACHINERY INC.  
BUYERS/SUPPLIERS OF NEW AND USED PRINTING AND CONVERTING MACHINERY AND ASSOCIATED EQUIPMENT

UK Office: 4795 Caversham Way, Alpharetta (Atlanta), Georgia, 30022  
Tel: (1) 404 442 9264 Fax: (1) 404 884 0462

### Materials, Containers & Closures - Wanted

### WANTED CARTONS & PALLETS

We are cash buyers of most sizes of cartons and wooden pallets 40 x 48 Euro's etc.  
OFFER US YOUR MATERIALS  
BEAKE CARTONS  
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Regular Collections Tailored to your Requirements

Prompt Payment

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WANTED  
NEW AND REDUNDANT STOCKS OF CELLULOSE AND POLYPROPYLENE FILMS, ALSO PAPER AND PACKAGING MATERIALS  
REALISTIC OFFERS  
COOPERS PAPER  
081-500 7688  
ALSO FILMS SUPPLIED

We are cash buyers of all types of surplus Packaging Materials, Bags, Bottles, Caps, Cartons, Paper, etc.  
HARRISON SMITH (London) Ltd  
48 Chamber Street, London E1 6BL  
Telephone: 071-486 3885

WANTED  
Printed & Unprinted Waxed Paper, Cellulose, Polypropylene, Paper-based Foil, Foil Board, PVC, Clingfilm & Bags  
Samples with details to:  
UNITED SUPPLIERS CO. LTD  
18 Broadview Street, London W1.  
Tel: 071-437 17012

PLANNING YOUR ADVERTISEMENT FOR CLASSIFIED  
To achieve the most effective results from your advertising, ensure:  
1. The text holds readers' attention with the use of both typography and informative copy.  
2. The text includes selling points which distinguish your company from competing businesses.  
3. The advertisement is repeated over consecutive issues to reinforce the message and ensure your company is easily accessible to readers at any time.  
4. Wherever possible a logo or small illustration is used to depict the character of your company and is easily remembered by potential customers and the shape and graphic draw readers' attention.  
If you need assistance with the writing or design of your advertisement then contact me on:  
Tel: 081 242 3156 Fax: 081 242 3154. I will be happy to help. Jackie Skeel, Classified Sales.

### NORIMEC

REFURBISHED SHRINKWRAP EQUIPMENT  
SEMI & FULLY AUTOMATIC LINES SOLD APPROXIMATELY HALF PRICE NEW.  
Agents for Adpak now shrinkwrap equipment  
0532 310344 Fax: (0532) 310637  
EQUIPMENT ALWAYS WANTED

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SUPPLIERS OF NEW AND QUALITY RECONDITIONED SHRINKWRAP EQUIPMENT.  
USED MACHINERY ALWAYS WANTED.

TEL: 0532 363130 FAX: 0532 363132

SHRINK WRAPPING MACHINERY REFURBISHED  
Your own existing shrink wrapping machines can be re-built and upgraded to current specifications, including EDL, ID, Inpac and many others.

Also new and refurbished manual and semi automatic shrink wrapping machinery always available.  
Spares and Service available for all types of shrink wrap machinery.

Contact: Inter Machine Systems Ltd  
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PRINTERS OF SELF ADHESIVE LABELS  
USING UNIQUE MACHINERY SPECIALISING IN SHORT AND MEDIUM RUNS UP TO 6 COLOURS  
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Fax 0403 218 440 for instant quote

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FOR IMMEDIATE QUOTATION  
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FAX: (0432) 264713

MORTONS  
Mortons (Labels) Limited, 11 Denney Road, Hardwick Industrial Estate, Kings Lynn, Norfolk, PE30 4HG  
Tel: 0553 763847 or Fax: 0553 768182  
WE'LL PRINT IT... AND YOU CAN STICK IT!

Classified  
081 242 3156

Welcome TO THE BACK PAGES  
WITH WORDSWORTH CASH

Be seen for a month, not just a week!

### SALES AGENT-EIRE Sussex & Berkshire Machinery Limited

Require an active sales agent based in Eire for the sales of Labelling Machinery with associated Hot Foil and Thermal Transfer printing units and Horizontal Flow Wrapping Machines.

The ideal candidate will have a minimum of 3 years experience within the packaging machinery industry, preferably with in-depth experience of labelling technology.

The successful candidate will be expected to visit regularly all major manufacturers throughout Ireland, especially relating to the pharmaceutical/cosmetic/toiletry industry, food and dairy industry and beverage industry.

Full sales and after sales service support will be given from the UK.

If you are interested in the above position please contact with full C.V. to:

BR HUGHES  
SALES DIRECTOR  
SUSSEX & BERKSHIRE MACHINERY LIMITED  
BLACKNEST, ALTON, HANTS. GU34 4PX  
Final interviews will be conducted in Dublin & Cork

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Recruiters to the Packaging & Print Markets providing professional Recruitment / Search & Selection Services to Client Companies & Career Consultancy to Candidates Nationwide.  
Specialising in assignments at all levels within Sales, Commercial, Production, Technical & Design.  
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Partners in Recruitment, Siles 1 & 2, Meadow Lane Business Park, St Ives, Cambs PE17 4LG  
Contact: Maurice Herring, Partner  
Tel: + 44 (0)480 493344 Fax: + 44 (0)480 493343

# Appointments

For top jobs in the Packaging Industry

Final date for copy for the September issue is Wednesday 24th August. Advertisement copy should be addressed to Jackie Skeel, Packaging News, Maclean Hunter House, Chalk Lane, Cockfosters Road, Barnet, Hertfordshire EN4 0BU

### PACKAGING RECRUITMENT SPECIALIST

£25-35,000 OTE + benefits

Cambridgeshire Based

#### The Company

PIR has been established for four years and as a result of the quality of service offered to both candidates and clients continues to grow its market share, resulting in a 41% growth in turnover in 1993 and running ahead of target this year.

#### The Position

Working with an established and highly motivated team within the Packaging Division, we are seeking to recruit an additional Recruitment professional to handle the increasing activity from our clients and contribute towards the strategy of the Division. You will inherit an established client base with on-going requirements, and, of course, also develop your own accounts to add to this.

#### Candidate Profile

Professional... self starter... hands on... highly committed... rapport builder... influencer... your experience will include field sales

gained either within the packaging machinery or packaging materials markets. Or perhaps you are already a successful recruitment consultant within the packaging industry. Whichever, you are likely to be suitably qualified with an aptitude for prioritising a busy workload, an ability to influence people at a senior level and the desire to be the best at what you do.

#### The Opportunities

Your success and commitment to the team will lead to career progression either within Key Accounts or Team Management supported by on going training and development from our dedicated Trainer.

The rewards for the successful candidate will be tailored to suit and will include basic salary, commission, bonus, company car, PPP plus monthly team incentives. If you are interested in joining our successful and growing company, please send your C.V. in the first instance to Maurice Herring, Partner.

Partners in Recruitment, Siles 1 & 2, Meadow Lane Business Park, St Ives, Cambs PE17 4LG



Tel: + 44 (0)480 493344  
Fax: + 44 (0)480 493343

### TECHNICAL SALESPERSON Prepack Machinery

Due to continued expansion we require a Technical Salesperson to further our range into Pre-pack Machinery

This person will have some experience of Pre-pack machinery and the requirements of pack houses in the future.

This position would ideally suit a young energetic person, willing to work hard to enhance their remuneration.

A company car will be provided as this position will involve travel throughout the U.K.

Other benefits are commensurate with such a position in a large company.

For an application form please apply in own handwriting, enclosing a full CV to:

John Gregory  
General Manager  
Lingarden Sales Ltd  
Weston  
Spalding  
Lincs. PE12 6HP

### Business for Sale

### BUSINESS FOR SALE

Successful Sales & Marketing Company Selling Stretch Film Products. Blue Chip Industrial Outlets with extensive Export Markets.

Turnover £593k, GOOD PROFITS.  
Ideal acquisition for:  
● STRETCH FILM CONVERTER ● STRETCH FILM MANUFACTURER  
● NATIONAL PACKAGING MATERIALS DISTRIBUTOR

This is an outstanding opportunity to acquire a very successful Sales & Marketing Operation.

SERIOUS ENQUIRIES ONLY - In strictest confidence to:  
Packaging News, Box No.9999, Maclean Hunter House, Chalk Lane, Cockfosters Road, Barnet, Herts. EN4 0BU

### Robimatic plc require SKIN PACK SUPERVISOR

Our company has been established for 15 years supplying major multiples and independents in the DIY industry with pre-packed plumbing and hardware components.

The candidate will have a working role and be responsible for the product planning of skinpack machinery (semi and automatic) bubble packing, and form fill and seal used for pre-bagging products prior to bag and header card being affixed.

The desire to improve productivity is essential.

Responsible for: 10 Staff  
Data input of completed job sheets

Reporting to: Production Supervisor

Remuneration: An attractive salary is available for the successful applicant.

We operate a Non Smoking Environment.

Please send full details to:  
Jo Lucas, Robimatic plc., Robimatic House, Victoria Gardens, Burgess Hill, West Sussex RH15 9NB